



storaENSO

PubliPress Plus

Super calendered paper takes a leap ahead with PubliPress Plus

PubliPress Plus is a new super calendered paper offering a game changing innovation for supplements, magazines and retail materials.

With increasing importance being placed on both environmental and financial aspects of distribution, many publishers are looking for lower grammages. The move towards smaller pagination without losing the volume of the publication is well appreciated. Stora Enso can answer these needs with the new PubliPress Plus.

Stora Enso is now the only producer able to offer an SC paper with the usual brightness and gloss, but as much as 10 per cent added bulk at the same time. In addition the paper offers a soft touch and feel. PubliPress Plus is designed for heatset printing, but works great in rotogravure as well.

Key features

- high bulk and opacity
- good printability
- excellent runnability

Key benefits

- flexibility to replace higher grammage products due to bulk advantage
- offers high gloss with a 10 % bulk advantage compared to standard SC sheets
- savings in shipping and handling costs through lower basis weights
- works well both in heatset and rotogravure printing

What is the difference between PubliPress and PubliPress Plus?

The main differentiating factor for PubliPress Plus is the unique combination of gloss and bulk. The high bulk also gives good opacity values.

PubliPress Plus offers extra bulk allowing for yield advantage when reducing basis weight. The final product is more rigid when comparing the same basis weight with other SC papers.



PubliPress Plus Technical specifications

TECHNICAL SPECIFICATIONS (target values)

Substance		g/m ²	45	49	52
Brightness	D 65/10°	%	67	67	67
CIE Whiteness	ISO 11476, C/2°	%	50	50	50
Opacity	ISO 2471	%	90	92	94
Gloss Hunter	ISO 8254-1	%	48	48	48
Thickness	ISO 534	µm	44	48	51
Bulk	ISO 534	cm ³ /g	1.0	1.0	1.0
Smoothness	PPS 1MPa, ISO 8791-4	µm	1.3	1.3	1.3

REEL SPECIFICATIONS KVARNSVEDEN

Cores	Trimmed width	Reel width	Max. weight	Diameters
76 mm	1040 cm	min 40 cm	10 000 kg	min 100 cm
150 mm		max 450 cm		max 150 cm

ENVIRONMENT AND CERTIFICATES

Renewable fibre	ISO 14001	FSC® CoC, license code FSC® C015932
Recyclable paper	ISO 9001	PEFC™ CoC, licence code PEFC/02-31-86
Recyclable packaging materials	OHSAS 18001	

ICC PROFILE RECOMMENDATION

HSWO: SC_paper_eci.icc
Rotogravure: PSR_SC_STD_V2_PT.icc

PAPER WHITE POINT (L* a* b* D50/2°)
L* 88 a* -0.3 b* 4.5

PubliPress Plus is ideal for

- Mass circulation magazines
- Supplements
- Catalogues
- Brochures
- Inserts
- Flyers

Stora Enso Printing and Reading is a world class responsible supplier of renewable paper solutions.

Our mission is to inspire the world with sustainable paper, as we believe in the power of paper in communication, learning and creative expression.

To find out more about our other sustainable papers, please visit www.storaenso.com/papers.