

UPM EcoBasic G

UPM EcoBasic is your first choice for short lifecycle direct advertising. Its excellent runnability and printability secure a fluent printing process.

Recommended end-uses

Advertising material | Leaflets | Newspaper inserts

Product information

Regions	Asia-Pacific Africa Europe Middle East South America
Business contact	UPM Communication Papers
Category	Rotogravure papers
Grade	Newsprint (News)
Finish	Matt
Furnish	Mechanical pulp Recycled fibre
Printing method	Rotogravure
Format/Size	Reels
Reel diameter (cm)	100.0 - 125.0
Reel width (cm)	30.0 - 359.0
Core (mm)	76.0 / 150.0
Wrapping	Strong kraft paper Strong moisture proof polyethylene laminated kraft paper
Note	PEFC and FSC on request but subject to availability

Certificates

Product Compliance	EU Ecolabel
Fibre Certificates	Blue Angel RAL-UZ 72 FSC Chain-of-Custody PEFC Chain-of-Custody
Mill Certificates	EMAS ISO 9001 ISO 45001 ISO 14001

Technical target values

Basis weight (ISO 536) (g/m²)	40.0	42.5	45.0	48.8
Bulk (ISO 534) (cm ³ /g)	1.1	1.1	1.1	1.1
Brightness D65 (ISO 2470-2) (%)	58	58	58	58
L-value D65 (D65/10°) (ISO 5631-2)	83.5	83.5	83.5	83.5
a-value D65 (D65/10°) (ISO 5631-2)	-0.3	-0.3	-0.3	-0.3
b-value D65 (D65/10°) (ISO 5631-2)	5.0	5.0	5.0	5.0
Opacity ISO (2471) (%)	90	91	92	93
Smoothness PPS 10 (ISO 8791-4) (µm)	2.4	2.4	2.4	2.4

Please note: Technical values are informative and subject to production variations.

Prepress guidelines

ICC Paper profile	PSR_MF_V2_M1.icc
-------------------	------------------