

# UPM EcoPrime 72 H

UPM EcoPrime is an excellent cost effective grade with printing surface and stiffness to match. Pictures remain sharp and fresh on this bulky speciality paper designed for flyers and advertising material with bright colours.

## Recommended end-uses

Advertising material | Direct advertising | Direct mailing | Directories | Magazines | Newspaper inserts | TV and radio guides

## Product information

Regions	Africa   Europe   Middle East   South America
Business contact	<a href="#">UPM Communication Papers</a>
Category	Heatset web offset papers
Grade	Machine finished speciality (MFS)
Finish	Matt
Furnish	Mechanical pulp   Recycled fibre
Printing method	Heatset web offset
Format/Size	Reels
Reel diameter (cm)	100 - 125
Reel width (cm)	28 - 380
Core (mm)	76 / 150
Note	PEFC and FSC® on request but subject to availability

## Certificates

Product Compliance	EU Ecolabel
Fibre Certificates	FSC Chain-of-Custody   PEFC Chain-of-Custody
Mill Certificates	EMAS   ISO 14001   ISO 50001   ISO 9001   ISO 45001

## Technical target values

<b>Basis weight (ISO 536) (g/m<sup>2</sup>)</b>	<b>48.8</b>	<b>52.0</b>	<b>55.0</b>
Bulk (ISO 534) (cm <sup>3</sup> /g)	1.2	1.2	1.2
Brightness D65 (ISO 2470-2) (%)	72	72	72
L-value D65 (D65/10°) (ISO 5631-2)	88	88	88
a-value D65 (D65/10°) (ISO 5631-2)	-0.5	-0.5	-0.5
b-value D65 (D65/10°) (ISO 5631-2)	1.2	1.2	1.2
Opacity ISO (2471) (%)	92	93	94
Smoothness PPS 10 (ISO 8791-4) (µm)	3.1	3.1	3.1

Product available on request

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

## Prepress guidelines

Characterisation data	FOGRA48L.txt
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