



# Escanaba®

Escanaba is the industry-leading No. 4 coated groundwood paper. Known for its exquisite surface and great opacity, it offers more options to help it stand out in the marketplace. Choose from lighter and heavier basis weights, and truly differentiate your catalog or magazine by selecting from two finishes: gloss or matte. For greater printing flexibility, it's available in both web offset and gravure.

## ATTRIBUTES

- Smooth surface for excellent print fidelity, ink holdout and image quality
- Good opacity allows heavy ink coverage with minimal show-through and excellent readability
- Available in lower basis weights for web offset and rotogravure printing processes
- Recycled options available from 10 to 30 percent post-consumer recycled fiber

## KEY PRODUCT CHARACTERISTICS

### GLOSS

	36*	38*	40	43*	45	50	55*	60	70
<b>BASIS WEIGHT</b> (# book basis)	36*	38*	40	43*	45	50	55*	60	70
<b>BASIS WEIGHT</b> (gsm)	53	56	59	64	67	74	81	89	104
<b>BRIGHTNESS</b> (%)	81	81	82	82	82	84	84	84	84
<b>GLOSS</b> (%)	62	62	62	64	66	68	68	68	68
<b>OPACITY</b> (%)	87	88	88	89	89.5	90	91	91	92

### MATTE

	40	45	50	55*	60*
<b>BASIS WEIGHT</b> (# book basis)	40	45	50	55*	60*
<b>BASIS WEIGHT</b> (# gsm)	59	67	74	81	89
<b>BRIGHTNESS</b> (%)	83	83	83	83	83
<b>GLOSS</b> (%)	25	25	25	25	25
<b>OPACITY</b> (%)	89	91	92	93	93.5

### GRAVURE

	36*	38*	40*	45*
<b>BASIS WEIGHT</b> (# book basis)	36*	38*	40*	45*
<b>BASIS WEIGHT</b> (gsm)	53	56	59	67
<b>BRIGHTNESS</b> (%)	81	81	81	81
<b>GLOSS</b> (%)	62	62	64	64
<b>OPACITY</b> (%)	87	88	89	90

\* Subject to minimum quantities and trim.

## END USE APPLICATIONS

- Magazines
- Catalogs
- Brochures
- Flyers
- Inserts
- Commercial

Available certified chain-of-custody under FSC®, PEFC™ or SFI® programs.

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