

# Escanaba®

Escanaba a premium No. 4 coated groundwood paper. 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
- Post-consumer recycled options available

## KEY PRODUCT CHARACTERISTICS

### GLOSS

BASIS WEIGHT (# book basis)	36*	38*	40	43*	45	50	55*	60
BASIS WEIGHT (gsm)	53	56	59	64	67	74	81	89
BRIGHTNESS (%)	81	81	82	82	82	84	84	84
GLOSS (%)	52	52	54	55	55	55	55	55
OPACITY (%)	87	88	88	89	89.5	90	91	91

### MATTE

BASIS WEIGHT (# book basis)	40	45	50
BASIS WEIGHT (# gsm)	59	67	74
BRIGHTNESS (%)	83	83	83
GLOSS (%)	25	25	25
OPACITY (%)	89	91	92

### GRAVURE

BASIS WEIGHT (# book basis)	36*	38*	40*	45*	50*
BASIS WEIGHT (gsm)	53	56	59	67	74
BRIGHTNESS (%)	81	81	81	81	81
GLOSS (%)	62	62	64	64	64
OPACITY (%)	87	88	89	91	93

\* 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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