

# DIRECT MARKETING

## Matt

*Smooth touch, perfect rendition*

### CLAIRJET 1100 P • CLAIRJET 1200

Two papers with the same properties with a matt, smooth surface.

Both offer an excellent color rendition for high ink coverage.

Their good stiffness makes them work perfectly in finishing lines.

These two papers cover the full range of ink types, 1100 P for pigment / hybrid inks and 1200 for dye inks.

They are offered with a bright shade of 162 CIE, in a weight range from 80 to 160 gsm.

Those papers can be produced also from recycled fibers (100% or mix).

SUBSTANCE gsm		OPACITY %		THICKNESS $\mu\text{m}$		BEKK SM. s	
CLAIRJET 1000P	CLAIRJET 1200	CLAIRJET 1000P	CLAIRJET 1200	CLAIRJET 1000P	CLAIRJET 1200	CLAIRJET 1000P	CLAIRJET 1200
80	80	95	95	92	92	80	80
90	90	96	96	104	104	80	80
100	100	97	97	115	115	80	80
120	120	99	99	138	138	80	80
160	160	>99	>99	184	184	80W	80

## Silk

*Glossy surface, high print density*

### ICY 1300

The perfect choice for pigment and hybrid inks. Its main strong points are a high colour density, a wide gamut, the uniformity of the solid area and the fine restitution of half tones.

ICY 1300 has all the qualities needed for a perfect communication.

Its pigmented surface offers a slight gloss combined to a high absorption capacity and a very short drying time.

It will enhance the message impact in direct marketing activity. It is also a perfect choice for full colour book printing. It is offered with a bright shade of 168 CIE and in original shade of 151 CIE.

SUBSTANCE gsm	OPACITY %		THICKNESS $\mu\text{m}$	BEKK SM. s	GLOSS %
ICY 1300	ICY 1300 ORIGINAL	ICY 1300 BRIGHT	ICY 1300	ICY 1300	ICY 1300
80	91	94	82	220	19
90	92	96	93	220	19
120	94,5	98	124	220	19
160	99	99	168	220	19