

## KEY FACTS



# ELECTRASTAR™ IS A SUPER HIGH-BRIGHT UNCOATED MECHANICAL PAPER.

*Electrastar™ is the brand name for our super high-brightness machine finished uncoated grade. It has excellent opacity, super optical properties and is bulky, yet light. Electrastar™ is manufactured at our Powell River mill.*

### END USE APPLICATIONS:



### AVAILABLE IN



*Our Sage line of products are the greenest of our great specialty papers, offering a verifiable environmental pedigree and chain-of-custody system. And, \$1 of every tonne of Sage paper sold goes to support our partners' sustainability initiatives.*

### CONTACT

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For more information, visit [catalystpaper.com](http://catalystpaper.com)

Its high brightness, high opacity features make copy easier to read and graphics pop off the page. Electrastar™ is a standout performer and an excellent choice for retail inserts, publishing, direct mail and advertising pieces and general commercial printing.

### COMPETITIVE ADVANTAGE

**Product Performance** – Excellent runnability and printability has allowed it to be the first alternative for super high-bright needs

**Yield Advantage** – Wide range of basis weights: 48.8 to 74 gsm as a bulkier alternative to heavier weight papers, saving you money in the mail and on press

**Versatile** – Great results for special sales events, promotions, front pages, magazines and catalogues (as well as college course guides, programs for community centres, etc.)

**Key Features** – Higher brightness, shade and a very high opacity (up to 97%) delivers clean, sharp print results

**Optical Properties** – Pleating blue-white shade is easy on the eyes and improves readability while high print contrast makes graphics look crisp, sharp and colourful

**Printability** – Fantastic print reproduction: clean, sharp and white

### KEY PRODUCT CHARACTERISTICS – ELECTRASTAR

<b>BASIS WEIGHT (# book basis)</b>	33*	35.2	37.2*	40*	42.5*	45*	50*
<b>BASIS WEIGHT (gsm)</b>	48.8	52	55	59.2	62.9	66.5	74
<b>BRIGHTNESS (%)</b>	76	80	80	80	80	80	80
<b>CALIPER (mils)</b>	3.0	3.2	3.3	3.6	3.8	4.1	4.5
<b>CALIPER (microns)</b>	75	81	85	92	97	105	114
<b>OPACITY (%)</b>	93	93.5	94	95	95.5	96	97

### KEY PRODUCT CHARACTERISTICS – ELECTRASTAR 84

<b>BASIS WEIGHT (# book basis)</b>	42.5*	45*	50*
<b>BASIS WEIGHT (gsm)</b>	62.9	66.5	74
<b>BRIGHTNESS (%)</b>	84	84	84
<b>CALIPER (mils)</b>	3.8	4.1	4.5
<b>CALIPER (microns)</b>	97	103	114
<b>OPACITY (%)</b>	95.5	96	97

\* Subject to minimum quantities and trim.