

# ADVANCE

TOP VALUE – NO COMPROMISES.

Advance is our No. 3 coated mechanical paper. It offers you a cost-effective product without compromising opacity, brightness and image quality. Advance No. 3 delivers outstanding quality, great appearance and good value and is what you need for your catalogue, magazine and direct mail applications. Available in gloss and matte finishes.

## ATTRIBUTES

- Good quality surface and print gloss for high contrast pictures
- Superior opacity enables heavy ink coverage with minimal show-through and exceptional readability
- Dependable on-press and bindery performance
- Chain-of-Custody Certified. Program specific claims are available, ask us about our certified products

## KEY PRODUCT SPECIFICATIONS

		GLOSS					MATTE		
BASIS WEIGHT	# book basis	45	50	55*	60	70	50*	60*	70*
	gsm	66.6	74	81.4	88.8	103.6	74	88.8	103.6
BRIGHTNESS	Tappi %	85	85	85	87	87	85	87	87
GLOSS	%	68	70	70	70	70	25	25	25
OPACITY	Tappi %	90	91.5	93	94	94	94	94	94
CALIPER	mils	2.4	2.6	2.9	3.1	3.6	2.9	3.5	4.0
	microns	60	65	73	80	91	73	89	103

\* Subject to minimum quantities and trim.

## END USE APPLICATIONS

MAGAZINES

BROCHURES

CATALOGUES

DIRECT MAIL

INSERTS

FLYERS

REPORTS

COMMERCIAL PRINT



*Our Sage line of products are the greenest of our papers, manufactured carbon neutral, offering a verifiable environmental pedigree with 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)