

# ELECTRABRITE™

Electrabrite is the brand name for our specialty high-bright paper grade. Its high brightness, broad basis weights, and excellent printability and runnability make it the choice for special advertising sections and inserts.

## End Use Applications:



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Electrabrite™ is one of the best-known brands in the printing business. With higher brightness properties and an enhanced printed image compared to newsprint, Electrabrite is ideal for coldset or heatset web offset printing. It is particularly well-suited for special advertising sections or inserts.

## Competitive Advantage

- » **Brightness and Basis Weights** – Our 44.4 to 62 gsm weights, ranging from 65 to 70 bright, provide our customers with a broad range of grades that print cleaner and look brighter than our competitors' products
- » **Recycle** – Our 100% recycle (FSC certified) grade is available at 44.4gsm and 52 gsm and is made at our mill in Snowflake, Arizona
- » **Performance** – Excellent printability and runnability allows for saving time and money while meeting all your printing needs
- » **Unique** – We are one of the few suppliers to offer a 44.4 gsm 65 bright paper. This grade delivers excellent opacity at a lighter weight while delivering on printability and runnability. Our new recycled grades provide higher bulk characteristics at a lighter basis weight than heavier competitive products
- » **Location** – Our Western North American location allows for local knowledge of Western pressrooms and easy access to our superior technical service team
- » **Flexibility and Responsiveness** – We provide exceptional service and delivery to local customers and national accounts

## Key Product Characteristics

	RECYCLE			NON RECYCLE					
	44.4	48.8	52	44.4	48.8	52	55	59.2	62
<b>BASIS WEIGHT (gsm)</b>	44.4	48.8	52	44.4	48.8	52	55	59.2	62
<b>BASIS WEIGHT (# news basis)</b>	27.3	30	32	27.3	30	32	33.8	36.4	38.1
<b>BASIS WEIGHT (# book basis)</b>	30	33	35.2	30	33	35.2	37.2	40	41.9
<b>BRIGHTNESS ISO (%)</b>	65	65	65	65	65	70	70	70	70
<b>CALIPER (mils)</b>	2.7	2.9	3.1	2.9	3.1	3.5	3.7	3.9	4.1
<b>OPACITY (%)</b>	94.5	95	95.5	95	94.5	95	96	96.5	97