

ELECTRACAL™

Electracal is our supercalendered-B(SCB) grade. Increased levels of brightness and gloss ensure sharper, cleaner images for your inserts and flyers. Electracal is proudly manufactured at Catalyst's Powell River Division.

End Use Applications:

INSERTS

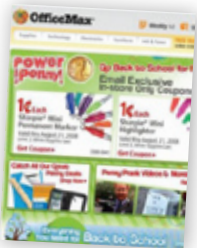
FLYERS

DIRECTORIES

CATALOGUES

BROCHURES

Electracal at Work:



Contact

Matthew G. Stapleton
Vice-President & General Manager
Specialty Papers
T 206-838-2005
E matt.stapleton@catalystpaper.com

Steve D. Wareham
Director, Specialty Paper Sales
T 217-483-8770
E steve.wareham@catalystpaper.com

James Hardt
Director, Specialty Paper Sales
T 206-838-2012
E james.hardt@catalystpaper.com

Chris Trittenbass
Director, Specialty Paper Sales
T 206-838-2075
E chris.trittenbass@catalystpaper.com

For more information, visit catalystpaper.com

Electracal™ is the preferred product for retailers and printers interested in excellent ink holdout and printed gloss combined with high opacity. Electracal is a soft-nip calendered product (SCB) available in various basis weights for both heatset and rotogravure printing.

Competitive Advantage

- » **Runnability** – Proven runnability performance with printers means increased savings and timelines being met
- » **Printability** – Opacity, brightness and gloss characteristics deliver significant snap and excellent image reproduction
- » **Location** – Our West Coast location allows us to deliver unmatched technical and customer service to the west and midwest regions
- » **Flexibility and Responsiveness** – Our distribution and service network lets us react quickly to our customers' requirements
- » **Product Breadth** – We have the ability to shift with customers as they look to deliver different messages using our various products

Key Product Characteristics

BASIS WEIGHT (gsm)	44.4	48.8	52
BASIS WEIGHT (# book basis)	30	33	35.2
GLOSS (%)	30	30	30
OPACITY (%)	91	92	94
BRIGHTNESS ISO (%)	68	68	68
CALIPER (mils)	2.1	2.3	2.4