

ELECTRASTAR™

Electratar 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. Electratar is manufactured at our Powell River mill.

End Use Applications:



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Electratar™ is super high-brightness uncoated mechanical paper. It's high-brightness, high opacity features, make copy easier to read and graphics pop off the page. Electratar 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 from 48.8 gsm to 74 gsm as a bulky 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 96%) delivers clean and sharp print results
- » **Optical Properties** – Pleasing 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

BASIS WEIGHT (gsm)	48.8	52	55	59.2	62.9	66.5	74
BASIS WEIGHT (# book basis)	33	35.2	37.2	40	42.5	45	50
BRIGHTNESS (%)	76	80	80	80	80	80	80
OPACITY (%)	93	93.5	94	95	95.5	96	97

Electratar at Work:

