

ELECTRACAL™ SAGE

Electracal™ Sage is our soft-nip (SCB) grade. High brightness and gloss ensure sharper, cleaner images for your inserts and flyers. Electracal is manufactured at Catalyst's Powell River Division.

End Use Applications:

INSERTS

FLYERS

DIRECTORIES

CATALOGUES

BROCHURES

Electracal™ Sage at Work:



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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 the work of GreenBlue, a non-profit institute working with the private sector to redesign industrial systems.

Competitive Advantage

- » **Environmentally Preferred** – 100% certified fibre obtained from sustainably managed forests
- » **Third-Party Verification** – Backed with PEFC chain of custody and manufactured carbon-neutral using ISO standards
- » **Transparency** – Visibility of environmental footprint provided through Metafore's Environmental Paper Assessment Tool, a project of GreenBlue
- » **Relationships** – Constructive engagement with broad network of environmental groups and known for technical and service excellence
- » **Contrast** – Excellent print and gloss contrast for heatset offset and rotogravure applications
- » **Performance** – Excellent printability and runnability saves time and money
- » **Location** – Our West Coast location means we offer unsurpassed technical service and knowledge of west coast pressrooms along with exceptional service and delivery to both local customers and national accounts

Key Product Specifications

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