

# MARATHON™

Marathon is the brand name of our high-quality newsprint: the choice for leading newspapers across North America and around the world.

## End Use Applications:

NEWSPAPERS

INSERTS

FLYERS

DIRECTORIES

COMICS

## Contact

### Jim Bayles

Vice-President & General Manager  
Newsprint and International  
T 604-247-4766  
E jim.bayles@catalystpaper.com

### Mark Petersen

Director, Newspaper Sales  
T 206-838-2022  
E mark.petersen@catalystpaper.com

### John Plouffe

Director, National Accounts  
Newsprint Sales  
T 630-364-2631  
E john.plouffe@catalystpaper.com

### Bruce Stavseth

Director, Newspaper Sales  
T 480-951-5979  
E bruce.stavseth@catalystpaper.com

For more information, visit [catalystpaper.com](http://catalystpaper.com)

Marathon™ Newsprint is specifically designed to offer customers everything they want in a newsprint sheet: maximum performance, exceptional print quality and greater strength, opacity, whiteness, print-through and sharpness. Offering fewer breaks and more printing surface per tonne than competing sheets, Marathon Newsprint is the paper that goes the distance.

## Competitive Advantage

- » **Lighter Weight** – The first to move customers to lighter weight newsprint, offered at 43 to 45 gsm
- » **Recycle** – Our 100% recycle grade in 43 gsm, and 45 gsm is made at our mill in Snowflake, Arizona
- » **Reduce Waste and Save Money** – Our newsprint provides excellent strength for consistent, reliable press performance with fewer breaks, delivering both performance advantages (higher pressroom efficiency) and environmental benefits (less paper consumption)
- » **Technology Leadership** – Heavy investment in our machines, along with our expertise in neutral papermaking with PCC filler technology, has allowed us to maintain key aspects of runnability and printability
- » **Flexibility and Responsiveness** – We offer exceptional sales, technical service and delivery
- » **Product Range** – We carry a wide range of grades including news, high-brights, super-brights, SC and lightweight coated papers for all your publishing needs

## Key Product Characteristics

BASIS WEIGHT (gsm)	43	43 Recycle	45	45 Recycle
CIE b*	3.2	3.2	3.2	3.2
CIE Whiteness	40	42	40	42
OPACITY %	95	94	96	95
CALIPER (micron)	76	64	79	67

## Marathon at Work:



# MARATHON™

## Marathon paper and whiteness

Marathon's new blue-white shade will provide the same whiteness characteristics as before, while increasing opacity, facilitating use of lower basis weight papers.

- » New Marathon 43 gsm has the same opacity as our standard shade 45 gsm paper

## Contact

Catalyst Paper Corporation  
2nd Floor, 3600 Lysander Lane  
Richmond, British Columbia  
Canada V7B 1C3  
T 604-247-4400  
F 604-247-0512

Catalyst Paper (USA) Inc.  
2101 4th Avenue, Suite 1950  
Seattle, Washington  
USA 98121  
T 206-838-2070  
F 206-838-2071

For more information, visit [catalystpaper.com](http://catalystpaper.com)

January 2011

What you see is what you get. Whiteness is the ultimate gauge for those who spec paper. Meet "Brightness" and "Whiteness". Two simple words that have caused a fair share of confusion in creative organizations and pressrooms the world over. We'd like to dispel some of the myths and hopefully, make the distinctions perfectly clear.

## What should I know?

When it comes to paper, brightness and whiteness are not interchangeable terms. They each measure different properties of reflected light. More importantly? Today, the most relevant measurement is considered to be whiteness. The reason being, the standard for determining whiteness more closely resembles what the human eye sees. And that's what counts in the finished printed product.

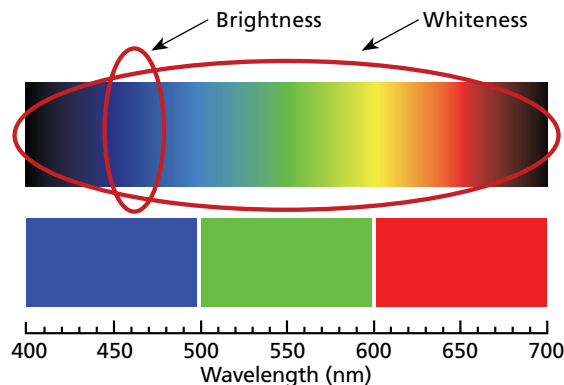
## About brightness

The standard for qualifying brightness is simply a measurement of how much blue light is reflected back at you when looking at a piece of paper. The more blue light, the brighter the rating. But brightness is not the best way to measure the optical properties of paper.

## About whiteness

The standard for qualifying whiteness is based on a measurement of a full spectrum of reflected light – the paper's ability to reflect all colours of light equally. Whiteness correlates with what your eye sees and therefore best describes of the appearance of white paper.

The CIE international whiteness scale has replaced ISO brightness as a primary measure for paper. If you want to achieve more impact, focus on whiteness.



- » Brightness measures a narrow band of colour.
- » Whiteness measures the total spectrum.