

ELECTRACOTE™

Electracote™ is our lightweight coated paper product. Manufactured at Catalyst's Port Alberni mill, this high-quality, lightweight coated paper has industry-leading bulk with superior printability and runnability, making it ideal for heatset offset printing.

End Use Applications:

BOOKS

BROCHURES

CATALOGUES

DIRECT MAIL

DIRECTORIES

FLYERS

INSERTS

MAGAZINES

NEWSLETTERS

REPORTS

Electracote at Work:



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Electracote™ a leading lightweight coated paper for magazine, catalogue, insert and direct mail advertising applications printed on heatset offset presses.

Competitive Advantage

- » **Broad Basis Weight Range** – 34-43 lb, providing customers with choice and flexibility
- » **Industry-Leading Bulk** – Allows lighter basis weight usage and cost savings while maintaining look and feel of a heavier basis weight sheet
- » **Excellent Printability** – Superb snap and blue-white shade for overall excellent print appearance (contrast, whiteness, holdout, high opacity)
- » **Available from Our Sage Line** – A manufactured carbon-neutral paper made with 100% certified fibre and backed by chain of custody
- » **Superior Runnability** – Continues to maintain our tradition as a top quartile pressroom performer
- » **Relationships** – Excellent relationships with key printers and pressrooms due to our best-in-class technical, sales and customer service
- » **Location** – Our location means we have exceptional service, delivery and commitment to west coast and central North American printers

Key Product Specifications

BASIS WEIGHT (# book basis)	34	36	38	40	43
BASIS WEIGHT (gsm)	50.3	53.3	56.2	59.2	63.6
CALIPER (mils)	2.17	2.21	2.32	2.44	2.68
BRIGHTNESS ISO (%)	70	70	71	71	71
TAPPI BRIGHTNESS (%)	71	71	72	72	72
GLOSS (%)	46	48	50	50	50
OPACITY (%)	91.8	92.3	93.3	94	95
TAPPI OPACITY (%)	87.5	88	89.5	90	91