

ELECTRACOTE™ BRITE

Electracote™ Brite is our brightest, whitest, lightweight coated paper product. Manufactured at Catalyst's Port Alberni mill, this high-quality, lightweight coated paper offers superior brightness, gloss, printability and runnability, making it ideal for heatset offset printing.

End Use Applications:



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Electracote™ Brite a leading high-bright coated mechanical paper for magazine, catalogue, insert and direct mail advertising applications printed on heatset offset presses.

Competitive Advantage

- » **High-bright Paper** – Provides significantly higher brightness and gloss than standard coated mechanical grades
- » **Broad Basis Weight Range** – 36-45 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

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|------------------------------------|------|------|------|------|------|
| BASIS WEIGHT (# book basis) | 36 | 38 | 40 | 43 | 45 |
| BASIS WEIGHT (gsm) | 53.3 | 56.2 | 59.2 | 63.6 | 66.6 |
| CALIPER (mils) | 2.13 | 2.24 | 2.36 | 2.56 | 2.68 |
| BRIGHTNESS ISO (%) | 76 | 76 | 76 | 76 | 76 |
| TAPPI BRIGHTNESS (%) | 77 | 77 | 77 | 77 | 77 |
| GLOSS (%) | 52 | 52 | 52 | 52 | 52 |
| OPACITY (%) | 91.8 | 92.3 | 93.3 | 94 | 95 |
| TAPPI OPACITY (%) | 87.5 | 88 | 89.5 | 90 | 91 |