

ELECTRAPRIME™

Electraprime is the brand name for our specialty SCA alternative product. Its exceptional print properties and runnability make it a great option for SC paper printers in western and central North America. Produced at our mill in Powell River.

End Use Applications:

MAGAZINES

INSERTS

FLYERS

DIRECTORIES

CATALOGUES

BROCHURES

Electraprime at Work:



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A higher brightness, higher opacity alternative to supercalendered-A (SCA) papers, **Electraprime™** is the ideal solution for flyers and inserts. From its earliest trials, Electraprime has shown it is a cut above the competition. Its bulky composition gives it a more substantial “feel” than SCA, and it’s available for rotogravure and offset printing at very competitive prices.

Competitive Advantage

- » **Contrast** – Offers excellent print and gloss contrast for heatset offset and rotogravure applications. We offer the grade in 52.0 gsm at 75 ISO brightness with opacity greater than standard SCA papers
- » **Good Printability and Runnability** – Offers excellent printed gloss, whiteness and opacity, along with excellent runnability on press. Printers have less downtime and waste – saving time and money
- » **Unique** – No other SCA product can deliver high brightness, high opacity and high bulk to give the bright-white appearance
- » **West Coast** – Our West Coast location means we have unsurpassed technical service and knowledge of West Coast pressrooms
- » **Flexibility and Responsiveness** – We provide exceptional service and delivery to both local customers and national accounts

Key Product Characteristics

BASIS WEIGHT (gsm)	52
BASIS WEIGHT (# book basis)	35.2
BRIGHTNESS ISO (%)	75
CALIPER (micron)	56
GLOSS (%)	36
OPACITY (%)	92