

ELECTRASTAR™ MAX

Electrastar Max is the brand name for our highest brightness uncoated product. It has excellent opacity, super optical properties and is bulky, yet light. Electrastar Max is manufactured at our Powell River mill.

End Use Applications:



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Electrastar™ Max is our highest bright uncoated grade. It's among the brightest papers in the uncoated mechanical universe, making copy easier to read and graphics pop off the page. Electrastar Max is a standout performer and an excellent choice for retail inserts, publishing, direct mail, books and general commercial printing.

Competitive Advantage

- » **Product Performance** – Excellent runnability and printability has allowed it to be the first alternative for super high-bright needs
- » **Yield Advantage** – Wide range of basis weights from 52 gsm to 74 gsm as a bulky alternative to heavier weight papers, saving you money in the mail and on press
- » **Versatile** – Great results for special sales events, promotions, front pages, direct mail, pamphlets, publishing and books
- » **Key Features** – Super high brightness shade and a very high opacity (up to 96%) delivers clean and sharp print results
- » **Optical Properties** – Pleasing blue-white shade is easy on the eyes and improves readability while high print contrast makes graphics look crisp, sharp and colourful
- » **Printability** – Fantastic print reproduction: clean, sharp and white

Key Product Characteristics

BASIS WEIGHT (gsm)	52	59.2	62.9	66.5	74
BASIS WEIGHT (# book basis)	35.2	40	42.5	45	50
BRIGHTNESS (%)	84	84	84	84	84
OPACITY (%)	93	94.5	95	95.5	96.5