Advance is our No. 3 coated mechanical paper. It offers you a cost-effective product without compromising opacity, brightness and image quality. Advance No. 3 delivers outstanding quality, great appearance and good value and is what you need for your catalogue, magazine and direct mail applications. Available in gloss and matte finishes.

**ATTRIBUTES**
- Good quality surface and print gloss for high contrast pictures
- Dependable on-press and bindery performance
- Superior opacity enables heavy ink coverage with minimal show-through and exceptional readability
- Available certified chain-of-custody under FSC, PEFC or SFI programs

**KEY PRODUCT SPECIFICATIONS**

<table>
<thead>
<tr>
<th>BASIS WEIGHT</th>
<th># book basis</th>
<th>gsm</th>
<th>BRIGHTNESS</th>
<th>Tappi %</th>
<th>GLOSS</th>
<th>%</th>
<th>OPACITY</th>
<th>Tappi %</th>
<th>CALIPER</th>
<th>mils</th>
<th>microns</th>
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<td>60</td>
<td>70</td>
<td>50*</td>
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<td>MATTE</td>
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<td>88.8</td>
<td>103.6</td>
<td>50*</td>
<td>60*</td>
<td>70*</td>
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* Subject to minimum quantities and trim.

**END USE APPLICATIONS**
- MAGAZINES
- BROCHURES
- CATALOGUES
- DIRECT MAIL
- INSERTS
- FLYERS
- REPORTS
- COMMERCIAL PRINT

Our Sage line of products are the greenest of our papers, manufactured carbon neutral, offering a verifiable environmental pedigree with either FSC, PEFC or SFI chain of custody system. And, $1 of every tonne of Sage paper sold goes to support our partners’ sustainability initiatives.