

ELECTRASTAR™ MAX SAGE

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

End Use Applications:



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Our Sage line of products are the greenest of our great specialty papers, offering a verifiable environmental pedigree and chain of custody system. And, \$1 of every tonne of Sage paper sold goes to support the work of GreenBlue, a non-profit institute working with the private sector to redesign industrial systems.

Competitive Advantage

- » **Environmentally Preferred** – 100% certified fibre obtained from sustainably managed forests
- » **Third-Party Verification** – Backed with PEFC chain of custody and manufactured carbon-neutral using ISO standards
- » **Transparency** – Visibility of environmental footprint provided through Metafore's Environmental Paper Assessment Tool, a project of GreenBlue
- » **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 Specifications

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