

When you need  
a rich and engaging  
brand experience  
every time—

**McCoy**

The fine line between  
bright and brilliant

sappi

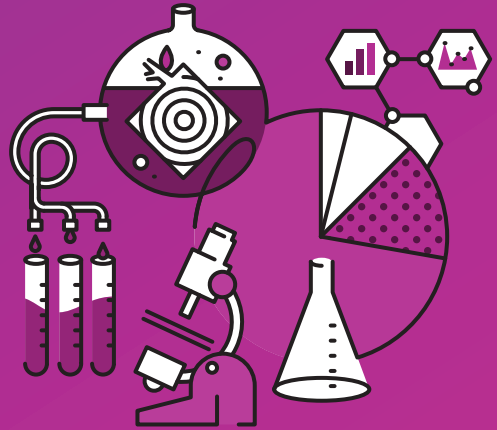
# High-end brands know their customers expect nothing less than the best.

That's why we engineer McCoy® to deliver the ultimate print contrast<sup>(1)</sup> with incomparable light-reflecting luminance. We infuse the paper with the highest-quality ingredients<sup>(2)</sup>, including our own custom coating, to ensure long-lasting brightness and image integrity. Of course, the brighter the paper, the easier it is to notice slight shifts in surface and shade, which is why our tolerance for variability<sup>(3)</sup> sheet-to-sheet and skid-to-skid is paper thin. With McCoy, you'll always give your customers a brilliant brand experience.

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# 1. Luxury, redefined.

McCoy's superior surface and ability to reflect an expanded range of light let printers apply fully saturated films of ink while maintaining superb detail from shadow to highlight. Its unrivaled luminosity also gives printers the ability to expand the dynamic range of print, creating bold contrast between the darkest elements and the brightest whites—allowing rich, saturated images to pop off the page. And its one-of-a-kind finish makes McCoy a pleasure to touch. All of this creates a powerful, luxurious experience people love holding in their hands.



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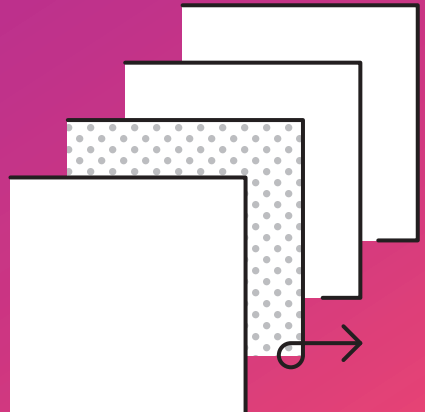
# 2. Only the best will do.

Everything we put into McCoy is top shelf. From the meticulous selection of wood types and fiber mix to manufacturing and refining our own proprietary coating. It's this uncompromising attention to detail that seals in McCoy's captivating brilliance.

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# 3. Paper-thin variability tolerance.

The more light that's reflected from the paper, the easier it becomes to spot shifts in surface and shade. We intentionally set extremely narrow tolerances for variability to ensure that McCoy provides a consistent, beautiful bright-white printing surface—every time. Paper that doesn't meet our exacting standards is simply remade. So when you choose McCoy, you know your brand is being printed on the best of the best.



## McCoy—Sheets

FINISH	TEXT OR COVER	BASIS WEIGHT (LB/GSM)	BRIGHTNESS STANDARD	OPACITY STANDARD	GLOSS STANDARD	CALIPER AVERAGE	GUAR. CALIPER	PPI	THICKNESS (microns)	L*A*B* PAPER WHITE <sup>1</sup>
Gloss	Text	80 / 118	96	95.0	72	.0036		552	91	95.90, 2.70, -7.30
		100 / 148	96	96.5	72	.0047		430	119	95.90, 2.70, -7.30
	Cover	80 / 216	96	98.5	72	.0069		290	175	95.90, 2.70, -7.30
		100 / 270	96	99.0	72	.0091		220	231	95.90, 2.70, -7.30
		120 / 325	96	99.0	72	.0110		182	279	95.90, 2.70, -7.30
Silk	Text	80 / 118	96	95.0	43	.0038		522	97	95.90, 2.70, -7.30
		100 / 148	96	96.5	43	.0050		404	127	95.90, 2.70, -7.30
	Cover	80 / 216	96	98.5	43	.0074		270	188	95.90, 2.70, -7.30
		100 / 270	96	99.0	43	.0097		206	246	95.90, 2.70, -7.30
		120 / 325	96	99.0	43	.0120		168	305	95.90, 2.70, -7.30
		130 / 352	96	99.0	43	.0130		154	330	95.90, 2.70, -7.30
Matte	Text	80 / 118	96	95.0	25	.0045		446	114	95.90, 2.70, -7.30
		100 / 148	96	96.5	25	.0058		344	147	95.90, 2.70, -7.30
	Cover	80 / 216	96	98.5	25	.0085		234	216	95.90, 2.70, -7.30
		100 / 270	96	99.0	25	.0106		188	269	95.90, 2.70, -7.30

<sup>1</sup> CIE L\*a\*b\* values are approximate and in conformance with ISO 13655:2009. Data are specified according to the measurement condition M0; measured using X-Rite eXact, D50, 2°observer, white (self) backing. Values may vary significantly when measured with different instruments. White point values in accordance with the measurement condition M1 are available upon request.

## McCoy—Web

FINISH	TEXT OR COVER	BASIS WEIGHT (LB/GSM)	BRIGHTNESS STANDARD	OPACITY STANDARD	GLOSS STANDARD	CALIPER AVERAGE	GUAR. CALIPER	PPI	THICKNESS (microns)	L*A*B* PAPER WHITE <sup>1</sup>
Gloss	Text	80/118	96	95.0	72	.0037		536	94	95.90, 2.70, -7.30
		100/148	96	96.5	72	.0048		414	122	95.90, 2.70, -7.30
	Cover	80/216	96	98.5	72	.0070		288	178	95.90, 2.70, -7.30
Silk	Text	80/118	96	95.0	43	.0039		518	99	95.90, 2.70, -7.30
		100/148	96	96.5	43	.0051		390	130	95.90, 2.70, -7.30
	Cover	80/216	96	98.5	43	.0075		268	191	95.90, 2.70, -7.30
Matte	Text	80/118	96	95.0	25	.0045		446	114	95.90, 2.70, -7.30
		100/148	96	96.5	25	.0058		344	147	95.90, 2.70, -7.30
	Cover	80/216	96	98.5	25	.0085		234	216	95.90, 2.70, -7.30

## McCoy—Digital and McCoy Digital for HP Indigo

FINISH	TEXT OR COVER	BASIS WEIGHT (LB/GSM)	BRIGHTNESS STANDARD	OPACITY STANDARD	GLOSS STANDARD	CALIPER AVERAGE	GUAR. CALIPER	PPI	THICKNESS (microns)	L*A*B* PAPER WHITE <sup>1</sup>
Gloss	Text	80/118	96	95.0	72	.0036		552	91	95.90, 2.70, -7.30
		100/148	96	96.5	72	.0047		430	119	95.90, 2.70, -7.30
	Cover	65/176	96	98.0	72	.0054		370	137	95.90, 2.70, -7.30
		80/216	96	98.5	72	.0069		290	175	95.90, 2.70, -7.30
		100/270	96	99.0	72	.0091		220	231	95.90, 2.70, -7.30
		120/325	96	99.0	72	.0110		182	279	95.90, 2.70, -7.30
Silk	Text	80/118	96	95.0	43	.0038		522	97	95.90, 2.70, -7.30
		100/148	96	96.5	43	.0050		404	127	95.90, 2.70, -7.30
	Cover	65/176	96	98.0	43	.0059		340	150	95.90, 2.70, -7.30
		80/216	96	98.5	43	.0074		270	188	95.90, 2.70, -7.30
		100/270	96	99.0	43	.0097		206	246	95.90, 2.70, -7.30
		120/325	96	99.0	43	.0120		168	305	95.90, 2.70, -7.30



For more information about McCoy, please visit [sappi.com/McCoy](http://sappi.com/McCoy) or scan the QR code.

For more information about Sappi's sustainability performance, please visit [sappi.com/eQ](http://sappi.com/eQ)

#### Production Notes

McCoy Silk Cover 80lb/216gsm, 4-color process plus spot gloss and dull varnishes.

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# The Fine Line of Sappi Papers

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## Our Products

We engineer our products to meet specific user needs, but there are several attributes you'll get from every piece of Sappi paper:

- Superior quality
- High-grade fiber
- Smooth printing surface
- Consistent press performance
- Dependability in the toughest printing environments
- Superior ink hold-out for full color intensity
- Uniform color reproduction
- Side-to-side consistency
- Tight variability tolerances
- Made in the USA (McCoy, Opus, Somerset and Flo)

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## Pioneering Research and Innovation

At Sappi, our passion for paper can be traced back over 150 years and is what guides us today. Our history of industry firsts includes the first paper coated and calendered on two sides, the first dull coated paper and the first mill branded paper. Our innovative spirit is also demonstrated in initiatives like the eQ Journal and Ideas that Matter program, which provide thought leadership for the entire paper industry.

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## Sustainability

When you commit to a print campaign, you should be confident in your paper company's approach to sustainability. That's why we take a holistic view of our environmental responsibilities—from harvest through manufacturing, distribution, end use and disposal. From beginning to end, we infuse environmental and social responsibility into our paper, processes and people in order to give you one less thing to worry about.

- SFI® and FSC® Chain of Custody certified
- Lacey Act compliant
- 100% of electricity used to make McCoy is Green-e® certified renewable energy
- Certified SmartWay Transport partner
- 10% recycled fiber in all McCoy products

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## Best-in-Class Service

We go way beyond technical specifications to help you choose the right paper for your brand and campaign needs. And once you're on press, our trusted printer technical support team stands ready to make sure your project turns out just right.

**sappi**

Inspired by life

For more information, please contact your local Sappi sales representative at 800.882.4332.

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