

When you need
to create powerful
impact for
large, demanding
audiences —

Somerset

The fine line between
style and substance

sappi

**Beauty and
strength,
together in one
powerful
package that's
perfect for
publishers,
direct mailers,
catalogers
and printers
alike.**

At Somerset, our one-of-a-kind manufacturing process produces sturdy paper with a smooth surface that allows images to pop off the page⁽¹⁾. The strength of the product translates directly into remarkable on-press efficiency⁽²⁾ and a heftier, more substantial feel in the finished piece⁽³⁾. With Somerset®, you always get stunning results that demand your audience's attention.

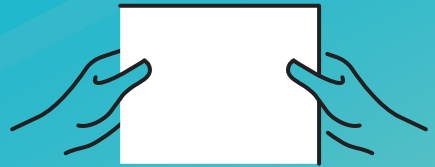


1. A new definition of powerful.

Somerset is the only mill that combines papermaking, coating and calendering into a single continuous process. This means a stronger paper with more bulk and fewer splices, which is critical to high volume web printing. The process also creates a smoother surface that allows ink to stay higher up on the paper for superior hold-out and print gloss—delivering rich, arresting imagery and a completely immersive experience.

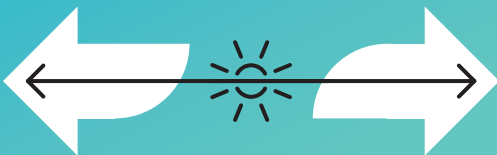
2. Peace of mind.

Somerset paper is built to withstand the demands of our continuous 4,000-feet-per-minute manufacturing process without breaking, making it the perfect solution for high-intensity printing environments. Its incredible durability means fewer web breaks and less downtime, which also means less hassle and fewer surprise costs. And the Somerset Mill uses three machines—all capable of producing a high volume of multiple weights and finishes—helping to ensure your project comes in on time.



3. A difference you can feel.

Somerset delivers a far more substantial feel when compared to similar basis weight papers. This is critical for publishers and direct mailers because it allows for a lighter weight while maintaining a powerful, tactile experience that your customers will want to keep in their hands longer.



Somerset—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 ⁴		
Gloss	Text	45/67	88	89.5	70	.0022		906	56	95.00, 1.00, -2.10		
		50/74	88	90.5	70	.0024		820	61	95.00, 1.00, -2.10		
		55/81	88	91.5	70	.0026		758	66	95.00, 1.00, -2.10		
		60/89	88	92.0	70	.0029		690	74	95.00, 1.00, -2.10		
		70/104	88	93.0	70	.0034		590	86	95.00, 1.00, -2.10		
		80/118	88	94.0	70	.0040		504	102	95.00, 1.00, -2.10		
		90/133	88	94.5	70	.0046		440	117	95.00, 1.00, -2.10		
		100/148	88	96.0	70	.0052		382	132	95.00, 1.00, -2.10		
		Cover		68/185	88	98.0	65	.0072	7pt ¹	278	183	95.00, 1.00, -2.10
				80/216	88	98.0	70	.0073	7pt ¹	276	185	95.00, 1.00, -2.10
82/222	88			98.0	65	.0092	9pt ²	218	234	95.00, 1.00, -2.10		

1 Meets U.S. Postal Service 7-point minimum business-reply requirements.

2 Meets U.S. Postal Service 9-point minimum business-reply requirements.

3 Meets SIMRA/NASTA specifications.

4 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.

Somerset—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 ⁴			
Satin	Text	45/67	88	89.5	28	.0025		806	64	95.00, 1.00, -2.10			
		50/74	88	90.5	28	.0027		730	69	95.00, 1.00, -2.10			
		60/89	88	93.0	30	.0031		656	79	95.00, 1.00, -2.10			
		70/104	88	94.0	30	.0036		558	91	95.00, 1.00, -2.10			
		80/118	88	95.0	30	.0042		478	107	95.00, 1.00, -2.10			
		100/148	88	96.0	30	.0054		368	137	95.00, 1.00, -2.10			
	Cover	62/169	88	98.0	35	.0072	7pt ¹	278	183	95.00, 1.00, -2.10			
		80/216	88	97.5	43	.0075	7pt ¹	268	191	95.00, 1.00, -2.10			
	Matte	Text	45 ³ /67	88	91.0	18	.0026		766	66	95.00, 1.00, -2.10		
			50 ³ /74	88	92.0	18	.0029		700	74	95.00, 1.00, -2.10		
60/89			88	93.0	22	.0032		620	81	95.00, 1.00, -2.10			
70/104			88	94.0	22	.0038		526	97	95.00, 1.00, -2.10			
80/118			88	95.0	22	.0045		448	114	95.00, 1.00, -2.10			
100/148			88	96.0	23	.0060		334	152	95.00, 1.00, -2.10			
105/155			88	97.0	23	.0071	7pt ¹	282	180	95.00, 1.00, -2.10			
Cover			65/176	88	98.5	25	.0073	7pt ¹	274	185	95.00, 1.00, -2.10		
		80/216	88	98.5	25	.0094	9pt ²	214	239	95.00, 1.00, -2.10			



For more information about Somerset, please visit sappi.com/Somerset or scan the QR code.

For more information about Sappi's sustainability performance, please visit sappi.com/eQ

Production Notes

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

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The Fine Line of Sappi Papers

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)

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.

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® Chain of Custody certified
- FSC®, PEFC Chain of Custody certified available upon request
- Lacey Act compliant
- Certified SmartWay Transport partner
- 10% post-consumer recycled fiber (PCRF) available upon request

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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