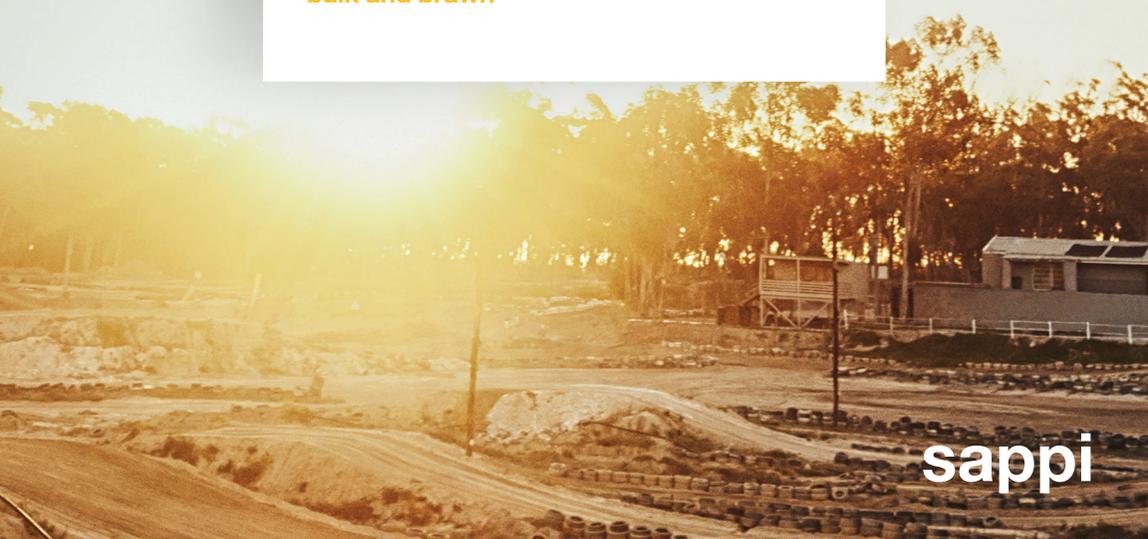




**For reliable
runnability that
doesn't weigh
you down—**

Euro Art Plus

**The fine line between
bulk and brawn**



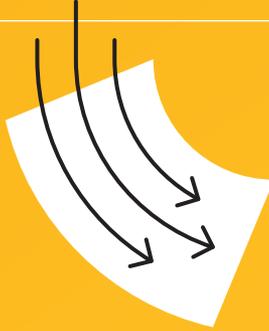
sappi

Building brands requires a lot of heavy lifting.

That's why we engineer EuroArt Plus to take some of the weight off customers' shoulders. It has the brawn to make an impact at an unbelievable price⁽¹⁾. The paper's bright shade and ultra-smooth surface ensure that color pops right off the page, creating an incredible visual experience⁽²⁾. And its substantial heft means more efficient printing to maximize uptime—providing real cost savings for printers⁽³⁾. EuroArt Plus is the smart choice for impressive performance.

1. Bulk without the burden.

EuroArt Plus now allows customers to make an even stronger statement. We've increased its bulk, guaranteeing a 7- and 9-point caliper on covers, and interior stiffness that makes it perfect for printing attention-grabbing direct mail pieces and brochures at a lower cost. What's more, the extra bulk doesn't require extra budget. In fact, higher bulk may provide an opportunity to reduce basis weight—making it more cost effective for the customer.



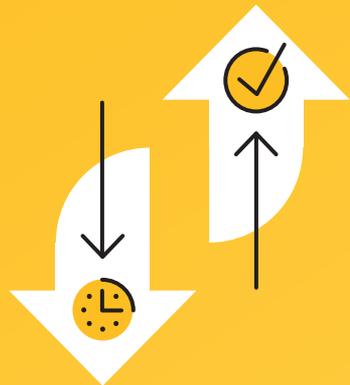
2. Style that excites.

Get paper with the shade and shine to radiate a more refined feel. EuroArt Plus presents a sophisticated blue-white shade and high brightness, allowing the printer to produce superior color vibrancy that makes messaging stand out. And, the paper is multi-coated to create an outstanding print surface quality that makes for remarkable image fidelity—and a positive impression.



3. Less downtime, more delivery.

More productivity means more opportunities to perform—and EuroArt Plus is engineered to provide outstanding on-press efficiency. The paper is also designed for quick ink dry—as fast as 15-20 minutes, a fraction of what it takes competitors whose drying times may reach up to an hour. Furthermore, EuroArt Plus is formulated to reduce occurrences of cracking during folding and binding operations. These qualities help decrease downtime, allow quick backup and keep the pressroom productive.



EuroArt Plus—Sheets

FINISH	TEXT OR COVER	BASIS WEIGHT (LB/GSM)	BRIGHTNESS STANDARD	OPACITY STANDARD	GLOSS STANDARD	CALIPER AVERAGE	GUARANTEED CALIPER	PPI	L*A*B* ³ PAPER WHITE
Gloss	Text	60 / 90	91	91.0	68	.0028		714	95.0, 1.25, -5.80
		70 / 104	91	92.0	68	.0032		624	95.0, 1.25, -5.80
		80 / 118	92	94.0	68	.0037		540	95.0, 1.25, -5.80
		100 / 150	92	96.0	68	.0048		416	95.0, 1.25, -5.80
	Cover	80 / 216	92	99.0	65	.0074 ¹		270	95.0, 1.25, -5.80
		100 / 275	92	>99.0	65	.0098 ²		204	95.0, 1.25, -5.80
		130 / 350	92	>99.5	65	.0124		160	95.0, 1.25, -5.80
Dull	Text	60 / 90	92	92.0	32	.0032		666	95.0, 1.25, -5.80
		70 / 104	92	94.0	32	.0038		540	95.0, 1.25, -5.80
		80 / 118	92	95.5	32	.0043		486	95.0, 1.25, -5.80
		100 / 150	92	96.0	32	.0054		384	95.0, 1.25, -5.80
	Cover	80 / 216	92	>99.0	35	.0081 ¹		252	95.0, 1.25, -5.80
		100 / 275	92	>99.0	35	.0105 ²		204	95.0, 1.25, -5.80
		130 / 350	92	>99.5	35	.0145		146	95.0, 1.25, -5.80

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 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.

Please recycle

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To download high-res versions, visit us at sappi.com/eQ.



For more information about EuroArt Plus, please visit www.sappi.com/EuroArtPlus or scan the QR code.

Production Notes
EuroArt Plus Dull Cover 80lb/216gsm, 4-color process plus spot gloss varnish and overall satin aqueous.

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MAKE Δ DIFFERENCE

The Fine Line of Sappi papers

Our products

We engineer McCoy, Opus, Somerset, Flo, Galerie Publishing Papers, HannoArt and EuroArt Plus 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

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.

- FSC® certified
- PEFC Chain of Custody certified

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.