

# Vivid

by Stora Enso



Vivid is a fully coated mechanical book paper especially meant for four colour printing.

- Excellent colour reproduction
- High bulk coupled with lightness without sacrificing opacity
- Offers more printable area per ton

#### PRODUCER

Anjala Mill

#### TYPICAL END USES

Travel guides  
Cookbooks  
Schoolbooks

#### PRINTING METHODS

HSWO  
SFO

#### COLOUR PROFILE

StoraEnso Vivid.icc

#### SHADE

Bluish-white

L* a* b* values	L*	a*	b*
ISO 5631-3 (D50/2°)	92.8	0.6	-3.2

#### TECHNICAL SPECIFICATIONS (target values)

Substance			g/m <sup>2</sup>	80	90
Bulk	ISO 534	cm <sup>3</sup> /g		1.2	1.2
Thickness	ISO 534	µm		94	106
Brightness	ISO 2470-2 (D65/10°)	%		95	95
CIE Whiteness	ISO 11476 C/2°	%		97	97
Opacity	ISO 2471	%		95	96

#### REEL SPECIFICATIONS

Core: 76 mm  
Trimmed width: 5400 mm  
Width: min. 300 mm, max. 2500 mm  
Diameters: min. 1000 mm, max. 1250 mm  
Max. weight: 3000 kg

#### CERTIFICATES

The EU Ecolabel FI/011/007  
ISO 9001  
ISO 14001  
ISO 50001  
OHSAS 18001  
FSC® CoC, license code FSC® C015932 \*  
PEFC™ CoC, licence code PEFC/02-31-86 \*  
(\* FSC or PEFC paper is only delivered on customer request.)

#### ENVIRONMENT

Renewable fibre  
Recyclable paper  
Recyclable packaging materials

#### STORAGE AND HANDLING

- Store the paper in a humidity and temperature controlled area at 50% relative humidity and room temperature between 19°C and 23°C.
- If the paper is stored in non-air conditioned warehouse, it is absolutely necessary to allow a stabilisation period in the print room.
- Open the protective wrapping at the moment of use.