

PubliPress S

by Stora Enso



PubliPress S is a SC-A super calendered mechanical paper.

- High print evenness
- Suitable for rotogravure and heatset
- High print gloss

PRODUCER

Maxau Mill

TYPICAL END USES

Mass circulation magazines
Supplements
Catalogues
Brochures
Inserts
Flyers

PRINTING METHODS

HSWO
Rotogravure

ICC-PROFILE

Download: [Technical Resource Centre](#)

CHARACTERIZATION DATA

Fogra 40

L* a* b* target values	L*	a*	b*	Flourescence (ISO 12647-2)
ISO 5631-3 (D50/C2°)	87	-1.0	5.0	Faint

TECHNICAL SPECIFICATIONS (target values)

Substance		g/m ²	39	42.5	45	47	49	52
Brightness	ISO 2470-2 (D65/10°)	%	64-66	64-66	64-66	64-66	65-67	65-67
CIE Whiteness	ISO 11476 (C/2°)	%	42	43	43	44	44	44
Opacity	ISO 2471	%	87	88	90	91	92	93
Gloss Hunter	ISO 8254-1	%	39	41	41	41	43	43
Thickness	ISO 534	µm	38	39	42	43	44	45
Bulk	ISO 534	cm ³ /g	0.96	0.92	0.93	0.91	0.90	0.87
Smoothness	ISO 8791-4 PPS (1MPa)	µm	1.3	1.3	1.3	1.3	1.2	1.2

REEL SPECIFICATIONS MAXAU

Cores: 76 mm & 150 mm
Trimmed width: 7200 mm
Width: min. 400 mm, max. 4320 mm
Diameters: 1250 mm
Weight: max. 6800 kg

CERTIFICATES

EU Ecolabel FI/011/007
Quality ISO 9001
Environment ISO 14001
Health & Safety ISO 45001
Energy ISO 50001
[FSC®CoC \(FSC®C015932\)](#)
[PEFC™ CoC \(PEFC/02-31-86\)](#)

For more information:

www.storaenso.com/paper-sustainability

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.