

sappi

**fine paper
selection
guide**

new product line-up

PREMIUM

Value Proposition:
Highest standards

It doesn't get any better than this: enhanced optics, the finest ingredients and quality assurances. When exceptional image, differentiation and quality are what you're looking for, this specialist play serves customers who want the best-of-the-best.

McCoy

(sheet and web)

Value Proposition:
When only the best will do,
the best-of-the-best is McCoy

Features:
Enhanced optics
Proprietary silk finish
Ultimate tactile experience

Premium ingredients
Quality assurance
SFI, FSC certified

PERFORMANCE

Value Proposition:
Easy answers from
performance products

This series of papers embodies efficiency, reliability and capability. It all starts with Opus, the versatile paper designed to maximize printing efficiency. The legendary Somerset, engineered for the long run has a proven ability in the printing and publishing community. Aero, a master of direct mail, infused with greater bulk for lower weight technology to promote convincing postage savings. And Magno, a paper with exceptional print fidelity, leverages your power to roll-out a synchronized global campaign.

Opus

(sheet and web)

Value Proposition:
Built print-shop tough.
Productivity, productivity,
productivity

Features:
Heft/Stiffness
Expanded color gamut
Press ready mini skids

Quick-turn SMO (sheets)
Digital sizes
SFI, FSC certified

Somerset

(web)

Value Proposition:
Engineered for the long run

Features:
Web strength
Heft/Stiffness
Clean run
Exceptional ink gloss

Global availability
Superior foldability
SFI certified

Aero

(web, 7pt and 9pt sheets)

Value Proposition:
The direct mail solutions paper

Features:
Greater bulk for lower weight
SFI certified

Magno

(sheet)

Value Proposition:
Right quality, right price,
global inventory

Features:
Triple coat surface
Print fidelity
Inventory around the globe

HannoArt

(sheet)

HannoArt is manufactured using a special triple-coating process that produces a smooth, uniform surface. HannoArt features an inviting blue-white shade and high brightness — great for four-color process and print contrast. Offered in basis weights from 60lb Text to 129lb Cover, in both gloss and silk finishes, HannoArt is stocked in a variety of sizes in packages and skids.

Value Proposition:
Right quality, right price

Features:
Triple coat surface
Print fidelity
Exceptional silk finish

BUZZ

Value Proposition:
Prime time paper

Derived from Sappi thought leadership, this family provides focused, innovative paper solutions to what our customers have been asking for. These papers will bring a new energy and fresh perspective to what papers really can do. The first member of this family, Lustro Offset Environmental (LOE) contains 30% PCW and is SFI and FSC certified for a compelling environmental play.

Lustro Offset Environmental (LOE)

(sheet and web)

Value Proposition:
Your environmental answer

Features:
30% PCW
SFI, FSC certified
Neutral shade
Cream shade

ECONOMY

Value Proposition:
Best-in-class economy

When only cost-driven options will do, the economy family satisfies functional and practical demands while minimizing compromises in quality.

Flo

(sheet and web)

Value Proposition:
Dependable economy paper

Features:
Industry standard print quality
Domestic supply chain support
SFI certified
10% PCW (Sheets)

specification guide

Family / Product	Finish	Base Weight Range	Brightness	PCW	Certification	L*a*b* Paper White ¹	Put Up
PREMIUM							
McCoy	Gloss	80lb T–130lb C	96	♻️ 10%	SFI FSC ²	95.80	Cartons Skids Rolls
	Silk					2.10	
	Matte					-6.50	
PERFORMANCE							
Opus	Gloss	60lb T–120lb C	92	♻️ 10% ⁴	SFI FSC ²	95.20	Cartons Skids Rolls
	Dull					1.00	
	Matte Satin ³					-4.00	
Somerset	Gloss	45lb T–80lb C	88 ⁵	Available upon request	SFI	95.00	Rolls
	Satin					1.00	
	GFG Matte					-1.75	
Aero	Gloss	90lb T–9pt	90	Available upon request	SFI	94.60	Cartons Skids Rolls
						1.50	
						-4.25	
Magno	Gloss (Star)	60lb T–129lb C	91	n/a		95.20	Packages Skids
	Dull					1.50	
						-4.60	
HannoArt	Gloss	60lb T–129lb C	92	n/a		95.30	Packages Skids
	Silk					1.50	
						-4.80	
BUZZ							
Lustro Offset Environmental (LOE)	Gloss	80lb T–120lb C	91	♻️ 30% ⁶	SFI FSC ²	95.50	Cartons Skids Rolls
	Dull					1.25	
	Dull Cream					-2.35	
ECONOMY							
Flo	Gloss, Dull	40lb T–100lb C	88 ⁸	♻️ 10% ⁷	SFI	95.00	Cartons Skids Rolls
	Matte	45lb T–50lb T ³ 7pt–9pt				-1.75	

¹ Measured using D50, 2°, X-Rite 530, white backing, and UV included. Tolerance L* +/- 2.00, a* +/- 1.00, b* +/- 1.00

² FSC Mixed Sources: McCoy, Opus and Lustro Offset Environmental (LOE) products from Cloquet, Muskegon and Allentown sites. Specify Mixed Sources label 1, 2 or 3 depending on manufacture.

³ Available in web rolls only

⁴ Opus sheets only. Inquire about web recycled content (up to 30% PCW available).

⁵ 45lb and 50lb brightness is 83

⁶ 100lb and 120lb cover weights contain a minimum of 20% PCW.

⁷ Flo web with 10% PCW available upon request.

⁸ 40lb, 45lb and 50lb brightness is 82

choose the right paper for your printing needs

★ ★ ★ ★ ★ the ultimate solution

Sappi Solutions	Rich, Tactile Sense	Fine Detail	Readability and Clarity	Accurate, Critical Color Matching	Warmth and Depth	Cool and Crisp	Heft and Substance	Environmental
	elegant, sophisticated luxury items; textured images; illustrations; textiles	detail in reproductions; hard, shiny objects, metallic inks; solids and screens	text combined with imagery; soft subject matter; low-glare requirements; financials	flesh tones; fine art reproductions; product /brand; replications	images rich in warm tones (furniture, food, fabrics); earth tones; illustrations	images using cool blue tones; high-contrast imagery; hard, shiny, metallic objects; black-and-white photography	items handled by consumers; direct-mail; brand communications; point-of-purchase material; inserts	projects requiring environmentally friendly paper; corporate responsibility reports; corporate communications; catalogs

McCoy

Gloss	★ ★	★ ★ ★ ★ ★	★	★ ★	★	★ ★ ★ ★ ★	★ ★	★ ★ ★
Silk	★ ★ ★ ★ ★	★ ★ ★ ★ ★	★ ★ ★ ★ ★	★ ★	★ ★	★ ★ ★ ★ ★	★ ★ ★	★ ★ ★ ★
Matte	★ ★ ★	★ ★	★ ★ ★	★ ★	★ ★	★ ★	★ ★ ★ ★	★ ★ ★ ★

Opus

Gloss	★	★ ★ ★	★	★ ★ ★	★	★ ★ ★	★ ★ ★ ★	★ ★ ★ ★
Dull	★ ★ ★	★ ★ ★	★ ★ ★	★ ★ ★	★ ★ ★	★	★ ★ ★ ★	★ ★ ★ ★
Matte	★ ★	★	★ ★	★ ★ ★	★ ★ ★	★	★ ★ ★ ★	★ ★ ★ ★
Satin	★ ★	★	★ ★	★ ★ ★	★ ★ ★	★	★ ★ ★	★ ★

Somerset

Gloss	★	★ ★ ★	★	★ ★ ★	★ ★	★ ★	★ ★ ★ ★	★ ★
Satin	★ ★	★	★ ★	★ ★ ★	★ ★ ★	★	★ ★ ★ ★	★ ★ ★
GFG	★ ★	★	★ ★	★ ★	★ ★ ★	★	★ ★ ★	★ ★
Matte	★ ★	★	★ ★	★ ★ ★	★ ★ ★	★	★ ★ ★	★ ★

Aero

Gloss	★	★ ★ ★	★	★ ★	★	★ ★	★ ★ ★ ★ ★	★ ★
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Magno

Gloss (Star)	★	★ ★ ★	★	★ ★	★	★ ★ ★	★	★ ★
Dull	★ ★	★	★ ★	★ ★	★ ★	★	★	★ ★

HannoArt

Gloss	★	★ ★ ★	★	★ ★	★	★ ★ ★	★	★ ★
Silk	★ ★ ★	★	★ ★	★ ★	★ ★	★	★	★ ★

Lustro Offset Environmental (LOE)

Gloss	★ ★	★ ★ ★ ★	★ ★	★ ★ ★ ★ ★	★ ★	★	★ ★	★ ★ ★ ★ ★
Dull	★ ★ ★ ★	★ ★ ★	★ ★ ★	★ ★ ★ ★ ★	★ ★ ★ ★	★	★ ★	★ ★ ★ ★ ★
Dull Cream	★ ★ ★	★	★ ★ ★	★ ★	★ ★ ★ ★ ★	★	★ ★	★ ★ ★ ★

Flo

Gloss	★	★	★	★	★	★ ★	★ ★	★ ★
Dull	★	★	★ ★	★	★ ★	★	★ ★	★ ★
Matte	★	★	★ ★	★	★ ★	★	★ ★	★ ★

terms



Gloss

A shiny surface with high reflectance for subjects that require strong ink gloss retention, such as the gleam of paint on a car, the sparkle of glassware and the shine of chrome.



Silk/Dull

A soft, microembossed surface is best for printing subjects that have a tactile sense and require high resolution without high gloss. Silk/Dull also allows for smooth, flat, solid ink lay and excellent readability.



Satin

A satin finish provides a crisp, low-glare background for text while offering sharp contrast and snap for the printed images.



Matte

A smooth, level surface that retains a soft, “toothy” feel. Mattes offer a look and feel of uncoated with the print reproduction quality of a coated sheet. Mattes maximize readability and permit handwriting.

Brightness

The amount of light reflected at one specific wavelength. Brightness, like the wattage of a light bulb, enhances impact and creates contrast.

Shade

The uniformity of reflected light across the full spectrum—in essence, the color of white. Shade determines how accurately a color image is reproduced.

Blue White

Favors crisp, cooler tones.

Neutral White

Yields better critical color reproduction.

Cream White

Favors warmer tones.

L*a*b* Paper White

CIE L*a*b* or CIELAB is a mathematical color model that describes all the colors visible to the human eye using three parameters: L* indicates lightness; a* indicates red to greenness; and b* which indicates yellow to blueness.

**No one paper does it all.
That's why Sappi goes
the extra mile to help you
select the perfect paper
for your project.**

**For assistance and printed
samples contact your local Sappi
merchant or sales representative,
or visit www.sappi.com.**

**For print-related questions
call 877.SappiHelp (877.727.7443)**

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