

# PLUS

Contrast  
Even quality  
Matte surface

## Holmen PLUS

With Holmen PLUS you can print direct mail, supplements and magazines with a genuine sense of quality. Images and messages come to life on the matte surface, conveying just the right feel. One big advantage is the paper's thickness, which means that even a product with only a few pages feels substantial in the hand.

## Opportunities

Holmen PLUS is a standard product in the MF Magazine paper segment. But don't be fooled by the word 'standard'. Holmen PLUS has qualities that compare well with significantly more expensive products. The performance and price of the paper give you extra scope, for example, to increase the number of pages in a supplement or achieve more intensive market contact through more frequent direct mail.

## Technical target values – Holmen PLUS

ISO Brightness %	68	68	68	72	72	72	72	75	75	75	75
Basis weight g/m <sup>2</sup>	45 <sup>^</sup>	49 <sup>^</sup>	52	49	52	55	60	52	55	60	52
Bulk cm <sup>3</sup> /g	1.6	1.6	1.6	1.6	1.6	1.6	1.6	1.6	1.6	1.6	1.7
a* C/2°	-0.3	-0.3	-0.3	-0.1	-0.1	-0.1	-0.1	0	0	0	0
b* C/2°	2.6	2.6	2.6	1.8	1.8	1.8	1.8	0.9	0.9	0.9	0.9
Opacity %	89	90	91	89	90	91	91	89	90	90	90

Printing methods: Coldset. Digital ≥ 52 g/m<sup>2</sup>

<sup>^</sup>subject to trim

Updated: 2012-12-13

## Environment

### Renewable resources

ISO 14001

FSC

PEFC

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## Technical target values – Holmen PLUS 100% Recycled

Brightness D65/10°	65	65	65
Basis weight g/m <sup>2</sup>	45 <sup>^</sup>	49	52
Bulk cm <sup>3</sup> /g	1.3	1.3	1.3
a* D65/10°	-0.2	-0.2	-0.2
b* D65/10°	2.0	2.0	2.0
Opacity %	92	93	93.5
<b>Printing methods:</b> Coldset and Heatset		<sup>^</sup> subject to trim	<b>Updated:</b> 2014-03-18

The product is available in France, Italy, Portugal and Spain

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### Renewable resources

ISO 14001  
PEFC