

# New Era<sup>®</sup>

## AN ECONOMICAL WORKHORSE.

New Era paper is your No. 4 groundwood solution when you need a strong workhorse product with consistent PPI at an affordable price. High quality and caliper-controlled, New Era is ideal for textbooks, workbooks, second printings and inserts where quality and economy are important.

### FEATURES:

- Blue-white shade and excellent printability results in superior readability
- Ideal for large print jobs and second printings
- Caliper controlled with SIMRA-certified options
- CoC certification and recycled options available
- Manufactured in the USA with Pride

### APPLICATIONS:

- Workbooks
- Textbooks
- Teacher's edition textbooks
- Adult and juvenile trade books
- Technical manuals
- Book inserts

### NEW ERA SIMRA CERTIFIED STANDARD SPECIFICATIONS:

Grade	Basis Wts	GSM	Brightness	Gloss	Opacity	Caliper	PPI
Matte Offset Text	45	67	83	25	91.5	2.7	740
	50	74	83	25	92.5	3.0	666
Matte Recycled Offset Text	45	67	83	25	91.5	2.7	740

### NEW ERA MATTE STANDARD SPECIFICATIONS:

Grade	Basis Wts	GSM	Brightness	Gloss	Opacity	Caliper	PPI
Matte Offset Text	40	59	83	25	90.5	2.4	834



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