BILLERUD

GROUNDWOOD BOOK WEB

New Era®

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
- Envelope inserts (financial, telecom, etc.)

NEW ERA SPECIFICATIONS:

Grade	Basis Wts	GSM	Brightness	Gloss	Opacity	Caliper	PPI
Matte Offset Text	40	59	83	25	90.5	2.3	870
	45*	67	83	25	91.5	2.7	740
	50*	74	83	25	92.5	2.9	690

**Meets SIMRA requirements.*

NEW ERA UNCOATED SPECIFICATIONS:

Grade	Basis Wts	GSM	Brightness	Opacity	Caliper	PPI
Uncoated Offset Text	35	52	80	89	3.2	626
	40	59	80	89	3.6	556
	45	67	80	90	4.0	500

NEW ERA UNCOATED 84 SPECIFICATIONS:

Grade	Basis Wts	GSM	Brightness	Opacity	Caliper	PPI
Uncoated Offset Text	45°	67	84	93	4.0	500

°Non-standard making item. Requires minimum accumulation, trim and approval.

billerud.com

©2025 Billerud Americas Corporation. All rights reserved.

B23-015 8/25 (Supersedes 5/25)