

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

NEW ERA SPECIFICATIONS:

Grade	Basis Wts	GSM	Brightness	Gloss	Opacity	Caliper	PPI
Matte Offset Text	40	59	83	25	90.5	2.4	834
	45*	67	83	25	91.5	2.7	740
	50*	74	83	25	92.5	3.0	666

*Meets SIMRA requirements.

NEW ERA UNCOATED SPECIFICATIONS:

Grade	Basis Wts	GSM	Brightness	Opacity	Caliper	PPI
Uncoated Offset Text	35	52	80	89	3.2	625
	40	59	80	89	3.6	556



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