

Influence®

THE RECOGNIZED CATEGORY LEADER.

Influence offers the highest quality in a No. 3 coated web paper for all types of end uses, with the printability and appearance expected of a higher grade paper. This sheet's lighter basis weight range is ideal for postage-sensitive applications while cover weights provide flexibility for direct mail uses.

FEATURES:

- Enhanced optical properties produce truer, more vibrant image reproduction
- Excellent surface gloss and smoothness deliver outstanding ink holdout, ink lay, ink gloss and surface consistency
- Unparalleled pressroom performance and printability
- Variety of basis weights and finishes
- CoC certification and recycled options available
- Manufactured in the USA with Pride

APPLICATIONS:

- Commercial print applications
- Covers and text for magazines and catalogs
- Direct mail
- Custom publishing

INFLUENCE SPECIFICATIONS:

Grade	Basis Wts	GSM	Brightness	Gloss	Opacity	Caliper
Gloss Offset Text	45	67	86	70	88.5	2.2
	50	74	86	70	89.5	2.3
	60	89	88	70	91.5	2.7
	70	104	88	70	93	3.2
	80	118	88	70	94	3.7
	90°	133	88	70	94.5	4.5
Gloss Offset Cover	100	148	88	70	96	4.7
	65°	176	88	70	96	5.9
	80 (7pt)*	216	88	70	98	7.3
	100 (9pt)**°	271	88	70	99	9.4
	Soft-Gloss Offset Text	45 ^{o1}	67	86	35	89.5
50 ¹		74	86	35	90.5	2.5
60		89	88	35	92	2.9
70		104	88	35	94	3.5
80		118	88	35	95	4.1
100		148	88	35	96	5.2
Matte Offset Text	45 ¹	67	86	25	91	2.8
	50 ¹	74	86	25	91	3.0
	60 ¹	89	88	25	92	3.5
	70	104	88	25	93	3.7
	80	118	88	25	95	4.3
	100	148	88	25	96	5.5
Matte Offset Cover	65 (7pt)*	176	88	30	98	7.2
	80 (9pt)**	216	88	30	98	9.2
Matte Offset Reply Card	107 (7pt)* ¹	158	88	20	97	7.0
	134 (9pt)** ¹	198	88	20	98	9.0
Gloss Gravure Text	60°	89	88	76	91.5	3.1

Noted *7 pt. and **9 pt. minimum caliper items are guaranteed for postal applications. With the exception of noted *7 pt. and **9 pt. minimum caliper items, Billerud manufactures to basis weight, not to specific bulk standards.

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

¹ Contains higher levels of mechanical fiber.



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Billerud Americas Corporation 8540 Gander Creek Drive Miamisburg, Ohio 45342 800 258 8852

