

FOR DIRECT MAIL THAT REALLY CONNECTS.

Choose paper from Billerud.

When a bright idea meets the right paper, your message gets delivered—right into recipient’s mailboxes. Billerud has the knowledge, services and products to help you create a successful direct mail campaign—including a broad offering of 7 & 9 pt. USPS guaranteed papers to ensure a smooth process from press to finishing through the post office and to the recipient.



BILLERUD GRAPHIC PAPERS ARE MANUFACTURED IN THE USA WITH PRIDE.

billerud.com

DIGITAL OR OFFSET

Before you can design a piece, it’s important to know how it will be printed. Quantity often dictates which printing process is used. Typically print runs under 5,000 are more cost-effectively printed digitally. However, other factors should play into your decision. For example, will you be segmenting your audience? Creating versions of the same piece or using variable data techniques that will allow you to speak more relevantly to each audience group with content that means the most to them.

	DIGITAL – SHEETS	DIGITAL – WEB INKJET	SHEETFED	WEB
	1 – 5,000	5,000 – Millions	5,000 – 50,000	50,000 – Millions
Each printing option offers its own benefits.	Short run for cost efficiencies, inventory management and freeing up working capital; complete personalization options	Large quantities with broad personalization options; option to print web offset and use variable inkjet heads for personalization	High-quality reproduction and use of protective coatings; less flexibility with personalization options	Large quantities; web caliper options; less flexibility with personalization options
Find out which is right for your project.				
Billerud grades that include a guaranteed 7 & 9 pt. option to meet direct mail postal requirements	- Sterling® Premium Digital™ - Blazer Digital®	- Sterling® Ultra EX - Ideal® Caliper EX	- Sterling® Premium - Anthem Plus®	- Sterling® Ultra - ArborWeb Plus® - Influence® - ArborWeb® - Ideal® Caliper
Billerud features and benefits	Products guaranteed for laser, toner and HP Indigo equipment Environmental certification and recycled options Readily available in Billerud and merchant distribution centers	Emerging inkjet web technology allows a new level of personalization options for large runs	Broad offering of products to meet every creative vision and budget American brands that are tried and trusted for performance, runnability and availability backed by mill technical service so no worries! Readily available in Billerud and merchant distribution centers	Broad offering of products to meet every creative vision and budget American brands that are tried and trusted for performance, runnability and availability backed by mill technical service so no worries! Readily available in Billerud and merchant distribution centers

COATED SHEETS

Grade	Basis Wts	GSM	Brightness	Gloss	Opacity	Caliper
Premium Sheets						
Sterling® Premium						
Silk Cover	80 (7 pt.)*	216	94	38	98	7.5
	100 (9 pt.)**	271	94	38	99	9.6

Sheets are made with chain-of-custody fiber: FSC® C014984, SFI®, PEFC/29-31-92 and manufactured with 10% recycled fiber.

Economy Sheets

Anthem Plus®						
Gloss Cover	80 (7 pt.)*	216	90	68	98	7.2
	100 (9 pt.)**	271	90	68	99	9.6
Satin Cover	80 (9 pt.)**	216	90	35	99	9.3
Reply Card	110 (7 pt.)*°	163	90	30	96	7.2

Anthem Plus is made with chain-of-custody fiber: FSC® C014984, SFI®, PEFC/29-31-92.

COATED DIGITAL & INKJET²

Grade	Basis Wts	GSM	Brightness	Gloss	Opacity	Caliper	PPI
Premium Digital Sheets							
Sterling® Premium Digital™							
Silk Cover	80 (7 pt.)*	216	94	38	98	7.5	267
	100 (9 pt.)**	271	94	38	99	9.6	208

Sterling Premium Digital is made with chain-of-custody fiber: FSC® C014984, SFI®, PEFC/29-31-92 and manufactured with 10% recycled fiber.

Economy Digital Sheets

Blazer Digital®							
Gloss Cover	80 (7 pt.)*	216	90	68	98	7.2	278
	100 (9 pt.)**	271	90	68	99	9.6	208
Satin Cover	80 (9 pt.)**	216	90	30	99	9.3	215

Blazer Digital is made with chain-of-custody fiber: FSC® C014984, SFI®, PEFC/29-31-92.

Commercial Inkjet Web

Sterling® Ultra EX							
Gloss Cover	7 pt.* (133 lb. T/73 lb. C)	197	90	70	98	7.4	
	9 pt.** (162 lb. T/89 lb. C)	240	90	70	98.5	9.7	
Matte Cover	7 pt.* (116 lb. T/64 lb. C)	172	90	25	97	7.3	
	9 pt.** (143 lb. T/79 lb. C)	212	90	25	98	9.4	
Ideal® Caliper EX							
Direct Mail/ Reply Card	7 pt.* (88 lb. T)	130	89	–	97.5	7.2	
	9 pt.** (114 lb. T)	169	89	–	98.5	9.2	

*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.*

¹ Anthem Plus Recycled is available as a non-standard item. Subject to master roll availability and run schedules.

² In all printing situations, the quality requirements and productivity expectations vary based upon the complexity of the end-use applications. While many OEM presses recommend offset paper, customers should verify product compatibility with the OEM, test substrates prior to use, and consider the printing demands of the specific job.

COATED WEB

Grade	Basis Wts	GSM	Brightness	Gloss	Opacity	Caliper
No. 2 Freesheet Web						

Sterling® Ultra						
Gloss Cover	80 (7 pt.)*°	216	90	72	98	7.4
	Dull Cover	80 (7 pt.)*°	216	90	40	98
Matte Cover	65 (7 pt.)*°	176	90	25	98	7.3
	80 (9 pt.)***°	216	90	25	99	9.4
Matte Reply Card	7 pt.* HY° (99 lb. T)	147	90	15	96	7.0

CoC certification and recycled options available.

ArborWeb Plus®						
Gloss Cover	80 (7 pt.)*°	216	90	72	98	7.4
	Dull Cover	80 (7 pt.)*°	216	90	40	98
Matte Cover	65 (7 pt.)*°	176	90	25	98	7.3
	80 (9 pt.)***°	216	90	25	99	9.4

ArborWeb Plus is made with chain-of-custody fiber: FSC® C014984, SFI®, PEFC/29-31-92 and manufactured with 30% recycled fiber.

No. 3 Coated Web

Influence®						
Gloss Cover	80 (7 pt.)*	216	88	70	98	7.4
	100 (9 pt.)***°	271	88	70	99	9.8
Matte Cover	65 (7 pt.)*°	176	88	30	98	7.4
	80 (9 pt.)**	216	88	30	98	9.5
Matte Reply Card	107 (7 pt.)*^	158	88	20	97	7.2
	134 (9 pt.)***^	198	88	20	98	9.2

CoC certification and recycled options available.

ArborWeb®						
Gloss Cover	80 (7 pt.)*	216	88	70	98	7.4
	100 (9 pt.)***°	271	88	70	99	9.8
Matte Cover	65 (7 pt.)*°	176	88	30	98	7.4
	80 (9 pt.)**	216	88	30	98	9.5
Matte Reply Card	107 (7 pt.)*^	158	88	20	97	7.2
	134 (9 pt.)***^	198	88	20	98	9.2

ArborWeb is made with chain-of-custody fiber: FSC® C014984, SFI®, PEFC/29-31-92 and manufactured with 30% recycled fiber.

WC CALIPER WEB

Grade	Basis Wts	GSM	Brightness	Opacity	Caliper
Ideal® Caliper					
Direct Mail/Reply Card	7 pt.* (88 lb. T)	130	89	97.5	7.2
	9 pt.** (114 lb. T)	169	89	98.5	9.2

CoC certification and recycled options available.

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

[^] Contains higher levels of mechanical fiber.

All items subject to change. For current information contact your local Billerud Representative.