

# PubliPress

Schwarz Produktion  
**MAXAU**

**PubliPress** is a SC-A super calendered mechanical paper.

- High print evenness
- Suitable for rotogravure and heatset
- High print gloss

## PRODUCER

Maxauer Papierfabrik GmbH

## TYPICAL END USES

Mass circulation magazines  
Supplements  
Catalogues  
Brochures  
Inserts  
Flyers

## PRINTING METHODS

HSWO  
Rotogravure

## CHARACTERIZATION DATA

Fogra 40

## ICC-PROFILE

SC\_paper\_eci.icc

L* a* b* target values	L*	a*	b*	Flourescence (ISO 12647-2)
ISO 5631-3 (D50/C2°)	88	-1.1	5.2	Faint

## TECHNICAL SPECIFICATIONS (target values)

Substance		g/m <sup>2</sup>	45	49	52	56
Brightness	ISO 2470-2 (D65/10°)	%	66	66	66	66
CIE Whiteness	ISO 11476 (C/2°)	%	43	45	45	45
Opacity	ISO 2471	%	90	91	92	94
Gloss Hunter	ISO 8254-1	%	45	45	47	47
Thickness	ISO 534	µm	41	43	44	47
Bulk	ISO 534	cm <sup>3</sup> /g	0.8-0.9	0.8-0.9	0.8-0.9	0.8-0.9
Smoothness	ISO 8791-4 PPS (1MPa)	µm	1.0-1.2	1.0-1.2	1.0-1.2	1.0-1.2

## REEL SPECIFICATIONS MAXAU

Cores: 76 mm & 150 mm  
Trimmed width: 7200 mm  
Width: min. 400 mm, max. 4320 mm  
Diameters: 1250 mm  
Weight: max. 6800 kg

## CERTIFICATES

EU Ecolabel DE/011/122  
Quality ISO 9001  
Environment ISO 14001  
EMAS  
Health & Safety ISO 45001  
Energy ISO 50001  
FSC®CoC  
PEFC™ CoC  
ISO 38200 CoC

## ENVIRONMENT

Renewable fibre  
Recyclable paper  
Recyclable packaging materials

## STORAGE AND HANDLING

- Store the paper in a humidity and temperature controlled area at 50% relative humidity and room temperature between 19°C and 23°C.
- If the paper is stored in non-air conditioned warehouse, it is absolutely necessary to allow a stabilisation period in the print room.
- Open the protective wrapping at the moment of use.