

SMART BRIGHTS

PRODUCT FEATURES

- Offered in (19) vibrant attention-getting colors.
- Selected items are made from 20% post-consumer waste.
- Acid-free, lignin free and archival.
- Smooth and vellum finishes.
- Ideal for mass mailings, direct mail campaigns, leaflets, handbills, posters, greeting cards, and flyers.
- Multi-color packs available in 65lb Cover in 8.5x11 and 12x12, convenient for hobbyists.
- Rainbow Pack available in 60lb text in 8.5x11.
- Good selection where complementary colors might be needed, i.e. tab dividers for reports or manuals.
- Matching envelopes available from your local merchant.
- Competitors include Wausau Astrobrights, Domtar Hots, and Mohawk Brite-Hue.

SPECIFICATIONS

Caliper	Basis Weight	GSM	Finish	Brightness	% Post-Consumer *
4.2	20/50	74	Smooth	n/a	20%
5.0	60lb Text	89	Vellum	n/a	20%
5.9	70lb Text	104	Vellum	n/a	20%
9.9	65lb Cover	176	Vellum	n/a	20%
12.4	80lb Cover	216	Vellum	n/a	20%

* Colors containing 20% post-consumer waste: Canary, Blue, Orange, Gold, Kelly Green, Red, Teal

COLORS

- The following colors are manufactured with 20% post-consumer waste: Blue, Gold, Orange, Canary, Red, Kelly Green and Teal.
- The following colors do not contain recycled fiber: Electric Pink, Electric Yellow, Electric Green, Electric Orange, Electric Red, Fuchsia, Lime Green, Cobalt, Grape, Violet, Purple and Pink.
- Rainbow Pack colors are: Electric Pink, Electric Yellow, Electric Red, Electric Green, Blue and Orange.
- Rainbow Pack contains 200 sheets per pack. Each pack contains 30 sheets of Electric Green and Electric Red and 35 sheets of the remaining four colors.
- Multi-color pack colors are: Red, Orange, Gold, Canary, Electric Pink, Purple, Teal, Blue, Kelly Green, and New Black.
- Multi-color packs contain 240 sheets per pack. Each pack contains 24 sheets of all 10 colors.
- SMART Brights are not recommended for projects where moisture or light could cause fading or bleeding.

APPROVED PRINT PROCESSES

- Offset lithography
 - Letterpress
 - Digital printing: Xerography (laser, copier) and inkjet.
 - Web Offset
 - Thermography
 - Engraving
 - Foil stamping
 - Silk-screen
- Standard converting operations: trim/die-cut, score/fold, emboss/deboss, commercial binding



LASER GUARANTEE

- Laser Guarantee icon indicates products we guarantee for laser, inkjet and copier applications. Test paper first to verify compatibility with your equipment. The guarantee covers full, unprinted replacement cost of the paper.