



Influence®

Web

A recognized leader in its category.

An excellent option for all types of end uses, **Influence®** offers the highest quality coated freesheet in a No. 3 web paper. Heavy basis weights deliver the printability and appearance expected of a higher grade paper, lighter weights are ideal for postage sensitive applications, and cover weights provide flexibility for direct mail uses.

Attributes:

- 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

Applications:

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

Influence® Specifications:

Grade	Basis Wt	GSM	Brightness	Gloss	Opacity
Gloss Offset	45	67	86	68	88.5
	50	74	86	68	89.5
	55°	81	86	68	90
	60	89	88	70	91.5
	70	104	88	70	93
	80	118	88	70	94
Gloss Offset Cover	90°	133	88	70	94.5
	100	148	88	70	96
	65°	176	88	70	96
Gloss Offset Cover	80 (7pt)*	216	88	70	98
	100 (9pt)**	271	88	70	99
Soft-Gloss Offset	45°	67	86	35	89.5
	50	74	86	35	90.5
	55°	81	86	35	91
	60	89	88	35	92
	70	104	88	35	94
	80	118	88	35	95
	100	148	88	35	96



Influence® Specifications:

Grade	Basis Wt	GSM	Brightness	Gloss	Opacity
Matte Offset	45	67	86	25	91
	50	74	86	25	91
	60	89	88	25	92
	70	104	88	25	93
	80	118	88	25	95
	100	148	88	25	96
Matte Offset Cover	65 (7pt)*	176	88	30	98
	80 (9pt)**	216	88	30	98
Matte Offset Reply Card	107 (7pt)*	158	88	20	97
	134 (9pt)**	198	88	20	98
Gloss Gravure	60°	89	88	76	91.5

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

If you require additional caliper information, please contact your Verso representative.

*Non-standard making item. Requires trim and order minimums.

For additional information, contact your Verso representative.



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Printed on **Sterling® Premium Digital™** for **HP Indigo** Gloss, 100 lb. cover.

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Verso Corporation is the turn-to company for those looking to successfully navigate the complexities of paper sourcing and performance. A leading North American producer of specialty and graphic papers, packaging and pulp, Verso provides insightful solutions that help drive improved customer efficiency, productivity, brand awareness and business results. Verso's long-standing reputation for quality and reliability is directly tied to our vision to be a company with passion that is respected and trusted by all. Verso's passion is rooted in ethical business practices that demand safe workplaces for our employees and sustainable wood sourcing for our products. This passion, combined with our flexible manufacturing capabilities and an unmatched commitment to product performance, delivery and service, make Verso a preferred choice among commercial printers, paper merchants and brokers, converters, publishers and other end users. For more information, visit us online at versoco.com.

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