

# 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

### 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	45	67	86	70	88.5	2.1
	50	74	86	70	89.5	2.3
	60	89	88	70	91.5	2.7
	70	104	88	70	93	3.1
	80	118	88	70	94	3.7
	90°	133	88	70	94.5	4.5
	100	148	88	70	96	4.7
Gloss Offset Cover	65°	176	88	70	96	5.9
	80 (7pt)*	216	88	70	98	7.2
	100 (9pt)**	271	88	70	99	9.4
Soft-Gloss Offset	45° <sup>1</sup>	67	86	35	89.5	2.3
	50 <sup>1</sup>	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	45 <sup>1</sup>	67	86	25	91	2.7
	50 <sup>1</sup>	74	86	25	91	2.9
	60 <sup>1</sup>	89	88	25	92	3.5
	70	104	88	25	93	3.8
	80	118	88	25	95	4.5
	100	148	88	25	96	5.2
Matte Offset Cover	65 (7pt) <sup>°</sup>	176	88	30	98	7.3
	80 (9pt)**	216	88	30	98	9.3
Matte Offset Reply Card	107 (7pt) <sup>*1</sup>	158	88	20	97	7.0
	134 (9pt) <sup>**1</sup>	198	88	20	98	9.0
Gloss Gravure	60°	89	88	76	91.5	2.7

*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.*

*<sup>1</sup>Contains higher levels of mechanical fiber.*

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Billerud North America is a leading American operated producer of graphic, specialty and packaging paper and market pulp. Our name means quality and commitment, sustainability and integrity. We offer a variety of products, each made with pride in the USA and designed to build brands and business results for our customers. We make graphic paper products for direct mail, corporate collateral, catalogs, magazines and books, and specialty paper products, including release liner papers and label face stock for pressure sensitive, glue-applied and laminate applications. We produce packaging paper used in higher-end packaging and printing applications such as greeting cards, book covers, folders, labels and point-of-purchase displays. We also make market pulp used in printing, writing, specialty and packaging paper, facial and toilet tissue, and paper towels. For more information please visit [billerud.com](http://billerud.com).

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