



# New Era®

## AN ECONOMICAL WORKHORSE.

New Era® paper is your No. 4 groundwood solution when you need a strong workhorse product with consistent PPI at an affordable price. High quality and caliper-controlled, New Era® is ideal for textbooks, workbooks, second printings and inserts where quality and economy are important.

### FEATURES:

- Blue-white shade and excellent printability results in superior readability
- Ideal for large print jobs and second printings
- Caliper controlled with SIMRA-certified options
- CoC certification and recycled options available

### APPLICATIONS:

- Workbooks
- Textbooks
- Teacher's edition textbooks
- Adult and juvenile trade books
- Technical manuals
- Book inserts

### NEW ERA® SIMRA CERTIFIED STANDARD SPECIFICATIONS:

Grade	Basis Wts	GSM	Brightness	Gloss	Opacity	Caliper	PPI
Matte	45	67	83	25	91.5	2.7	740
	50	74	83	25	92.5	3.0	666
Matte Recycled	45	67	83	25	91.5	2.7	740

### NEW ERA® MATTE STANDARD SPECIFICATIONS:

Grade	Basis Wts	GSM	Brightness	Gloss	Opacity	Caliper	PPI
Matte	40	59	83	25	90.5	2.4	834

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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