



There are many heavyweight contenders in the print and design ring but many hit and punch the same. By heavy weight contenders I'm really talking about those sheets in the 130lb cover arena. Many of International Paper's competitors are producing 130 lb heavy weight cover sheets so this isn't something new. However, now, for the first time, there is a new unique heavy weight contender in the market. Yes, International Paper introduced in January 2013 a new heavy weight cover - 120 lb Accent Opaque Cover!

What so special about this heavy weight contender? This is a contender that is leaner, meaner and can go the distance far better than the others. What makes International Paper's heavy weight contender so different in a line of 130lb heavy weight contenders other than the 10 lbs in basis weight? Good question. This bulky bruiser is 100% one sheet of paper not a fabricated phony made of doubled up middleweights! The other heavy weight contenders in the market are all pasted or what we call laminated; kind of like taking two light weights to make one heavy weight sheet. The new contender, Accent Opaque 120lb Cover being a non-laminated single layer formed sheet will score and fold great as well have excellent physical properties.

Accent Opaque 120lb Cover gains you a big yield advantage but still gets you the same great physical and print benefits you get with the 130 lb competitors. This contender will save you money with no loss in physical features compared to the other heavy weight contenders. With a higher yield and lower manufacturing and shipping costs, this new heavyweight not only has the strength you need, but it also won't TKO your budget

Go ahead. Take a swing with this new heavyweight. It's been conditioned to go the distance!

The Tale of the Tape

Basis Weight	120	Brightness	96
GSM	325 g/m	Opacity	99
Caliper	16.0	Stock	Carton
Smoothness	130	Certification	FSC

"Did You Know" Tips provided by Jim Kohler for International Paper and Printer's Playbook™

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