

## think<sup>4</sup> bright

think<sup>4</sup>, a family of Carbon Balanced uncoated papers with a shared philosophy: maximum visual impact, minimum environmental impact. Simple. Special, too. In fact, it's a one-off, exclusive to Howard Smith Paper. think<sup>4</sup> is a standout paper for its print performance and tactility.

With think<sup>4</sup> bright, you get a radiantly white paper with equally clean environmental credentials – Carbon Balanced, 50% recycled content and FSC (Forest Stewardship Council) certification. Its intensely smooth, stable surface captures text, images and graphics with sparkling clarity, adding extra lustre to high-quality marketing and corporate literature such as brochures and annual reviews.

### Product features and benefits:



Forest Stewardship Council® certified



50% recycled post consumer fibre



Manufactured to the international environmental standard, ISO 14001



Elemental Chlorine Free bleaching process



WORLD LAND TRUST™

[www.carbonbalancedpaper.com](http://www.carbonbalancedpaper.com)



Guaranteed for laser and inkjet printing up to 150g/m<sup>2</sup>

### Associated value based services:



Profiles; a promotional supplement to showcasing commercial print

### Associated qualities:

think<sup>4</sup> sharp, think<sup>4</sup> white

### Environmental statements:

When printing on think<sup>4</sup> bright, you may wish to include a combination of the following environmental statements on your work. think<sup>4</sup> bright :

- is Carbon Balanced Paper – where the carbon intensity has been measured through the production process and an equivalent carbon credit (offset) has been purchased
- is made from 50% recovered fibre, diverting waste from landfill
- contains material sourced from responsibly managed forests together with recycled fibre, **certified in accordance with the FSC (Forest Stewardship Council)\***
- is manufactured under strict environmental management systems, namely the international ISO 14001 standard

\* Omit bold copy if your company or printer is not FSC certified

### FSC logo usage guidelines:

The FSC logo can be used on publications printed on think<sup>4</sup> bright. Should your company or printer have certification to the standard, you should use FSC MIX logo from the FSC Product Labelling Guide. An example is shown below:



**Carbon Balanced Paper logo**

The Carbon Balanced Paper logo can be used on publications printed on think<sup>4</sup> bright. Should you wish to use the logo, or for more information, contact carbonbalanced@hspg.com. An example of the logo is shown below:



www.carbonbalancedpaper.com

**Range specifications:**

	SRA2	B2	SRA1	B1
	450x640	520x720	640x900	720x1020
115g/m <sup>2</sup>	■		■	■
130g/m <sup>2</sup>	■	■	■	■
150g/m <sup>2</sup>	■	■	■	■
170g/m <sup>2</sup>	■	■	■	■
240g/m <sup>2</sup>	■	■	■	■
300g/m <sup>2</sup>	■	■	■	■

■ Available ream wrapped only

**Packaging specifications:**

	SRA2	B2	SRA1	B1
	450x640	520x720	640x900	720x1020
115g/m <sup>2</sup>	250		250	250
130g/m <sup>2</sup>	250	250	250	250
150g/m <sup>2</sup>	250	250	250	250
170g/m <sup>2</sup>	250	250	250	250
240g/m <sup>2</sup>	250	125	125	125
300g/m <sup>2</sup>	200	100	100	100

Quantity shown = ream wrapped

**Technical specifications:**

	Bulk	Caliper	Opacity	Brightness	Whiteness CIE	Smoothness
		ISO534	ISO2471	Tappi 525	ISO11475	ISO8791-2
	cm <sup>3</sup> /g	MIC	%	index	index	(Bendtsen) ml/min
115g/m <sup>2</sup>	1.20	132	95.5	109	153	150
130g/m <sup>2</sup>	1.20	155	97.0	109	153	150
150g/m <sup>2</sup>	1.20	172	98.0	109	153	150
170g/m <sup>2</sup>	1.20	205	99.0	109	153	200
240g/m <sup>2</sup>	1.20	305	99.0	109	153	200
300g/m <sup>2</sup>	1.20	365	99.0	109	153	200