

think⁴ white

think⁴, 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. think⁴ is a standout paper for its print performance and tactility.

think⁴ white is a natural. A natural shade of white, a natural for the finest print work, and as natural in the making as premium paper gets. The same unblemished smoothness and velvet texture as think⁴ bright makes for effortless, flawless printing, despite its 50% recycled content and the absence of surface coatings. If that wasn't enough, it's a natural for archival applications, too, thanks to its high permanence.

Product features and benefits:



Forest Stewardship Council® certified



50% recycled post consumer fibre



Manufactured to the international environmental standard, ISO 14001



Certified against the ISO 12647-2 colour management standard



Elemental Chlorine Free bleaching process



www.carbonbalancedpaper.com



Guaranteed for laser and inkjet printing up to 150g/m²

Associated value based services:



Profiles; a promotional supplement to showcasing commercial print

Associated qualities:

think⁴ sharp, think⁴ bright

Environmental statements:

When printing on think⁴ white, you may wish to include a combination of the following environmental statements on your work. think⁴ white :

- 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 think⁴ white. 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:



Product information continued overleaf...
Carbon Balanced Paper logo

The Carbon Balanced Paper logo can be used on publications printed on think⁴ white. 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 |
| 100g/m ² | ■ | | | ■ |
| 115g/m ² | ■ | | ■ | ■ |
| 130g/m ² | ■ | ■ | ■ | ■ |
| 150g/m ² | ■ | | ■ | ■ |
| 170g/m ² | ■ | | ■ | ■ |
| 240g/m ² | ■ | | ■ | |
| 300g/m ² | ■ | ■ | ■ | ■ |
| 400g/m ² | ■ | ■ | ■ | ■ |

■ Available ream wrapped only

Packaging specifications:

| | SRA2 | B2 | SRA1 | B1 |
|---------------------|---------|---------|---------|----------|
| | 450x640 | 520x720 | 640x900 | 720x1020 |
| 100g/m ² | 500 | | | 250 |
| 115g/m ² | 500 | | 250 | 250 |
| 130g/m ² | 250 | 250 | 250 | 250 |
| 150g/m ² | 250 | | 250 | 250 |
| 170g/m ² | 250 | | 250 | 250 |
| 240g/m ² | 250 | | 125 | |
| 300g/m ² | 200 | 100 | 100 | 100 |
| 400g/m ² | 100 | 100 | 100 | 50 |

Quantity shown = ream wrapped

Product information continued overleaf...

Technical specifications:

| | Bulk | Caliper | Opacity | Brightness | Whiteness CIE | Smoothness |
|---------------------|--------------------|----------|---------|------------|---------------|-------------------|
| | | ISO534 | ISO2471 | Tappi 525 | ISO11475 | ISO8791-2 |
| | cm ³ /g | MIC (±?) | % (±?) | index (±?) | index (±?) | (Bendtsen) ml/min |
| 100g/m ² | 1.13 | 113 | 93.0 | 95 | 115 | 150 |
| 115g/m ² | 1.13 | 130 | 94.0 | 95 | 115 | 150 |
| 130g/m ² | 1.13 | 147 | 95.5 | 95 | 115 | 150 |
| 150g/m ² | 1.13 | 170 | 97.0 | 95 | 115 | 150 |
| 170g/m ² | 1.13 | 192 | 98.0 | 95 | 115 | 150 |
| 240g/m ² | 1.13 | 271 | 99.0 | 95 | 115 | 150 |
| 300g/m ² | 1.13 | 339 | 99.0 | 95 | 115 | 150 |
| 400g/m ² | 1.13 | 452 | 99.0 | 95 | 115 | 150 |