

# My Gold

My Gold is a high bright wood containing light weight coated (LWC) and medium weight coated (MWC) gloss paper for HSWO with a modern blue-white shade.

## Product features and benefits:



Certified to the Forest Stewardship Council (FSC Mixed Credit)



Manufactured to the international environmental standard, ISO 14001

## Associated qualities:

My Brite Gloss  
My Brite Silk

## Environmental statements:

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

- is manufactured to ISO 14001 and EMAS (Eco-Management & Audit Scheme) international standards, minimising negative impacts on the environment

If the product has PEFC certification:

- contains material sourced from responsibly managed and sustainable forests, certified in accordance with the PEFC (Programme for the Endorsement of Forest Certification schemes)

## PEFC logo usage guidelines:

When specified, the PEFC logo can be used on publications printed on My Gold. Should your company or printer have certification to the standard, you can use the PEFC logo as outlined in the logo usage guidelines found in the PEFC information CD. An example of its use is shown below:



## Range specifications:

	HSWO
	Reels
51g/m <sup>2</sup>	◆
54g/m <sup>2</sup>	◆
57g/m <sup>2</sup>	◆
60g/m <sup>2</sup>	◆
65g/m <sup>2</sup>	◆
70g/m <sup>2</sup>	◆
80g/m <sup>2</sup>	◆

- ◆ Special makings available

Product information continued overleaf...

Technical specifications:

	Bulk	Caliper	Opacity	Brightness	Smoothness	Gloss
	cm <sup>3</sup> /g	ISO534 MIC	ISO2471 %	D65/10° ISO 2470	ISO8791-4 (PPS) μm	ISO 8254-1 (Hunter, 75°) %
51g/m <sup>2</sup>	0.9	45.9	90	80	1.1	46
54g/m <sup>2</sup>	0.9	48.6	90	80	1.1	46
57g/m <sup>2</sup>	0.9	51.3	90	81	1.1	47
60g/m <sup>2</sup>	0.9	54.0	91	81	1.1	47
65g/m <sup>2</sup>	0.9	58.5	91	83	1.1	47
70g/m <sup>2</sup>	0.9	63.0	93	83	1.1	47
80g/m <sup>2</sup>	0.9	72.0	95	83	1.1	47