

# EPIC

EPIC is a great alternative to wood-free paper, providing excellent whiteness, high opacity, and an outstanding image reproduction. It's the perfect choice for magazines and direct mail.

## TECHNICAL DATA

Target values subject to production variations. Updates will be done continuously.

Target value	Grammage g/m <sup>2</sup>	Whiteness % CIE (W)	Brightness % D65/10°	a* D65/10°	b* D65/10°	Bulk cm <sup>3</sup> /g ±0.05	Opacity %
Holmen EPIC	52	100	85	+0.4	-4.7	1.5	90
	55	100	85	+0.4	-4.7	1.5	91
	60	100	85	+0.4	-4.7	1.5	93
	65*	100	85	+0.4	-4.7	1.4	94
	70*	100	85	+0.4	-4.7	1.4	95

Printing methods: Heatset, Coldset and Digital Inkjet

Updated 2021-01-29

\* Available depending on trim.

### Environment

ISO 14001, FSC® C020071, PEFC/05-33-134 and EU Ecolabel, Reach.

# EPIC

## PRINTING RECOMMENDATIONS

### Heatset

Print order	KCMY
Ink	MF or SC ink
Characteristic data	FOGRA 47, FOGRA 41
ICC-profile	PSO-Uncoated-ISO12647-eci.icc PSO-MFC-Paper-eci.icc
Screen ruling	133-150 lpi
Max tone value	260%

### Coldset

Print order	CMYK
Ink	Coldset
Characteristic data	FOGRA 47, FOGRA 41
ICC-profile	PSO-Uncoated-ISO12647-eci.icc PSO-MFC-Paper-eci.icc
Screen ruling	133-150 lpi
Max tone value	260%

### Digital Inkjet

Characteristic data	FOGRA 39
ICC-profile	ISO-coated-v2-eci.icc
Screen ruling	150 lpi
Max tone value	270%

### Recommended paper type and dot gain curve in line with ISO 12647-2 2013

Paper type	7
Dot gain curve	C

### L\* a\* b\* guideline values

ISO 13655 D50 2° M1
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### Measuring instrument

Techkon SpectroDens LED Premium
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### L\* a\* b\* target values D50

	L*	a*	b*	Fluorescence
Paper type 7 white Background	89+/-3	0+/-2	3+/-2	
Holmen EPIC	90.5	2.6	-6	Medium