

ENDEAVOUR®

NURTURE NATURE.

Make an environmental statement by choosing 30% PCW content. High recycled fiber content and sustainability credentials make Endeavour the leading star in nature-friendly, coated papers. Endeavour—you can make a difference!



GLOSS

VELVET

FEATURES

- **Economic & Social Value**
- **30% PCW**
- **FSC® Certified**
- **ISO 9001 & 14001**
- **Triple-coated Surface**
- **91 Brightness**
- **Cover Calipers**
- **Efficiency**
- **Gloss & Velvet Finishes**
- **Range of Weights**
- **Elemental Chlorine Free**
- **Acid Free / Archival Quality**

BENEFITS

- Endeavour delivers #1 quality at an attractive price, PLUS, the environmental & social benefits lacking in more expensive, less green papers of like beauty & ability
- Strong green commitment—best in class for a coated paper; helps keep landfills lean
- Confidence of chain-of-custody sourcing certification
- Endeavour is produced following the quality & environmental management standards set forth by the renowned ISO organization; “clean” mill with a sustainability charter
- Very smooth lay of ink for true-to-life color & crisp dots
- Enhances contrast & the vibrancy of color images
- Higher than most competitors for better yield; very good opacity & bulking quality
- Dependable print & bindery performance
- Glowing, smooth Gloss; beautiful, non-glare Velvet for dramatic, ink-to-paper contrast
- Full range of popular weights: Text—60, 70, 80 & 100 lb; Cover—63, 80, 100 & 130 lb.
- Avoids the pollutants that can come from chlorine bleaching
- Long life



APPLICATIONS

- Annual Reports
- Brochures
- Corporate Collateral
- Corporate Social Responsibility Reports
- Invitations & Announcements
- Presentation Folders
- Newsletters
- Catalogs
- Books
- Direct Mail
- Greeting Cards
- Posters
- Calendars

SPECIFICATIONS

Basis Weight Brightness Opacity Gloss Caliper

GLOSS

60# Text / 89gsm	91	88	73	.0028
70# Text / 104gsm	91	93	73	.0032
80# Text / 118gsm	91	95	73	.0038
100# Text / 148gsm	91	97	73	.0047
63# Cover / 170gsm	91	97.5	73	.0055
80# Cover / 216gsm	91	99	73	.0076
100# Cover / 270gsm	91	99	73	.0099
130# Cover / 350gsm	91	99	73	.0124

Basis Weight Brightness Opacity Gloss Caliper

VELVET

60# Text / 89gsm	91	89	43	.0032
70# Text / 104gsm	91	93	43	.0036
80# Text / 118gsm	91	95	43	.0040
100# Text / 148gsm	91	97	43	.0051
63# Cover / 170gsm	91	97.5	43	.0061
80# Cover / 216gsm	91	99	43	.0085
100# Cover / 270gsm	91	99	43	.0106
130# Cover / 350gsm	91	99	43	.0138



SPICERS PAPER

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Printed in USA 2/13

Printed on Endeavour, Velvet, 100 lb. Cover

30% PCW

Best in Class

#1 Quality at a Value Price

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