



# CATALYST™ DIRECTORY

## THE RIGHT PRINT SOLUTION FOR ALL LIGHTWEIGHT DIRECTORIES.

*Catalyst™ Directory is the brand name for our directory paper grade. Catalyst is recognized for excellent performance at low basis weights, and is used to produce telephone books, airline schedules and catalogues. We produce Catalyst Directory paper at our Port Alberni and Crofton mills.*

### END USE APPLICATIONS



### DIRECTORY AT WORK



Catalyst™ Directory paper provide superior reproduction, registration, sheet cleanliness, excellent opacity and show-through. Offering strength, print ability and stability, it's the right print solution for all lightweight directories, including those with four colour graphics and higher ink loads.

### COMPETITIVE ADVANTAGE

**Lighter Weights** – Available in basis weights ranging from 18# (29.3 gsm) to 22.1# (36 gsm)

**Appearance** – Superior opacity and bulk for excellent print quality and book thickness at a lighter basis weight

**Savings** – Solid performer on press, with good runnability and reliability. High bulk characteristic presents opportunity to reduce weight without impacting opacity

**History** – Leaders in the production of lightweight, high-opacity directory paper made on modern, dedicated machines. Experience counts: we've been doing this for a long time

**Commitment** – We are the largest producer by capacity of telephone directory paper in the world. We have strong management-union working relationships and a history of stable, dependable on-time delivery

### KEY PRODUCT CHARACTERISTICS

<b>BASIS WEIGHT (# new basis)</b>	18	19.4	20.9	22.1
<b>BASIS WEIGHT (gsm)</b>	29.3	31.5	34	36
<b>BRIGHTNESS ISO (%)</b>	56	54	54	56
<b>CALIPER (mils)</b>	2.16	2.4	2.4	2.6
<b>CALIPER (microns)</b>	55	61	61	66
<b>CALIPER (PPI)</b>	926	830	830	770
<b>OPACITY (%)</b>	85	89	89	90

### CONTACT

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