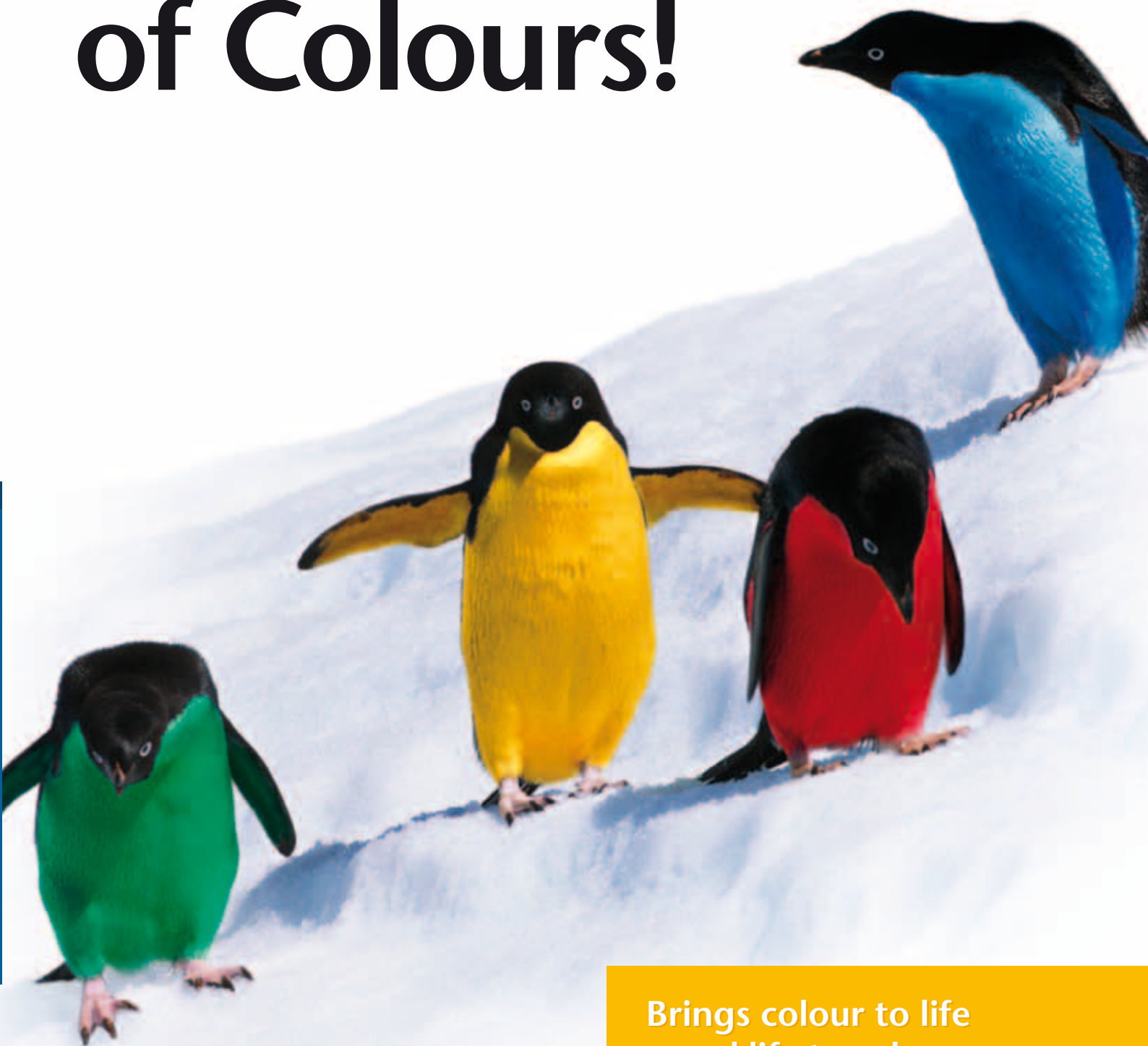


Life is

4CC® 

a Cavalcade of Colours!



Brings colour to life
– and life to colours

Your next move?

The game of chess is complex, challenging and exciting.

So is the pursuit of perfection when it comes to paper for reproduction of colours. The evolution of 4CC has been a fascinating 15-year journey with adaptation to new printing technologies along the way.

Today, we are proud to present the ultimate multifunctional paper for a wide range of needs as well as machinery. Its smooth surface, supreme formation and exceptional whiteness interact to produce vibrant colours, amazing contrasts and excellent text legibility.

On the following pages you will find a brief introduction to some vital aspects of 4CC. You will read it within a couple of minutes.

Then, the next move will be yours...

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– and life to colours**



The Panda Paradox



Due to man-made destruction of its natural habitat, the Giant Panda was recently close to extinction.

Thanks to human efforts, however, the Panda population is now increasing. This paradox clearly demonstrates the importance of human attitude in interaction with Nature.

The choices we make really matter, and measures to protect and restore the delicate ecological balance may produce amazing results also in the short perspective.

In the production of 4CC, we have taken environmental concerns to the extreme.

In plain language, this means that the requirements for all relevant audit schemes, certifications and classifications have been rigorously met. Please turn to the back page for detailed information on this important aspect.

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Precious Perfection

Throughout human history, artists have strived to reach perfection.

Still, many of the most admired examples of perfection are crafted by Nature itself. They convey an almost mystical union of space, light and colours in perfect harmony, and they combine functionality and beauty in a way leaving us mesmerized.

Printing on paper implies a set of challenges. Pictures should transmit the full impact of the real object. Texts should be readable without physical tension and reading fatigue.

The paper must also offer perfect runnability, even toner adhesion, great opacity, supreme formation and a wide span of weight (gsm) options. 4CC offers an unrivalled combination of these “perfection parameters”.

The result will tell.

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Environmental facts and quality

4CC is ECF (Elementary Chlorine Free) and labelled with the Nordic Environmental label, the Nordic Swan, Licence No. 344 044 and the EU Flower, licence No. SE/011/01 (applies to 90-160 gsm). To gain these certifications, a number of strict environmental requirements involving forestry, emissions to water and air as well as energy consumption need to be met.

Nymölla Mill has chain of custody certification according to FSC, DNV-COC-000020, and PEFC, 2005-SKM-PEFC-013. These certificates show that the wood used in the manufacture of 4CC comes from responsibly managed forests. They also take into account the economic and social aspects of sustainability.

The mill is also certified according to ISO 9001 and ISO 14001 and EMAS registered (EU's Eco Management and Audit Scheme). The EMAS system requires that emissions and resources used are minimised and show a yearly improvement. The ISO 14001 standard is applied to ensure that a systematic approach is taken to environmental performance.



Mixed Sources
Product group from well-managed forests and other controlled sources
www.fsc.org Cert no. DNV-COC-000020
© 1996 Forest Stewardship Council



g/m ²	90	100	120	160	200	250	280	300
Thickness, µm ISO 534	100	108	125	161	198	248	278	302
Roughness Bendtsen, ml/min, ISO 8791-2	40	40	40	40	40	40	40	40
Opacity, % ISO 2471	94	95	97	98	99	99	99,5	99,5
CIE Whiteness, % ISO 11475	167	167	167	167	167	167	167	167
ISO Brightness, % ISO 2470-1	101	101	101	101	101	101	101	101
A4	•	•	•	•	•	•	•	
A3	•	•	•	•	•	•	•	
SRA3 (450x320)	•	•	•	•	•	•	•	•
SRA2* (450x640)	•	•	•	•	•	•	•	

* Production orders only

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To facilitate your selection of paper, we present some vital data illustrating the wide functional span of 4CC. For specific information on properties in various applications, please visit www.storaenso.com/4CC, or e-mail 4CC@storaenso.com.