

When you can't  
afford to sacrifice  
quality for  
practicality—

**Flo**

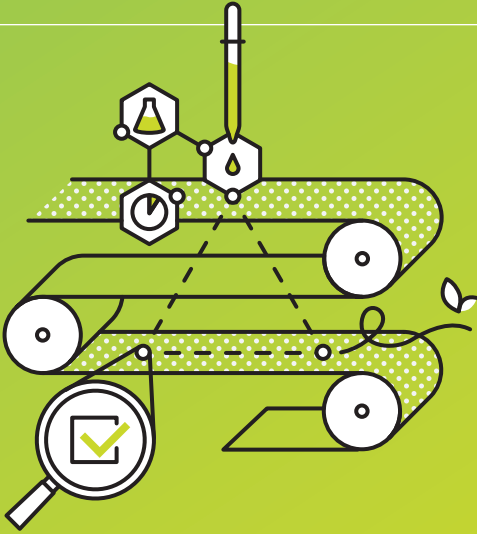
The fine line between  
price and performance

Flo Sheets  
now 90 points  
brightness!

sappi

# Greatness doesn't guarantee an unlimited budget.

That's why we engineer Flo® to give you the quality you expect from Sappi paper at a price that makes it hard to resist<sup>(1)</sup>. Its superior color balance<sup>(2)</sup> helps your brand look its best under a variety of lighting conditions. And because Flo is a great match to most proofing papers<sup>(3)</sup>, what you've seen before you print is what you get in the final product. With Flo, you get an exceptional experience that fits within your cost structure.

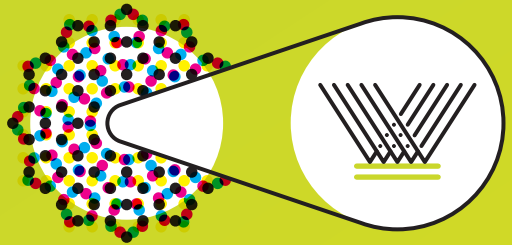


## 1. Popular for so much more than price.

People choose Sappi for our quality ingredients, environmental responsibility, reliable on-press performance and the attention we give to the smallest details. Flo gives you all of these features at a practical price to meet the demands of your brand and your budget.

## 2. Natural beauty.

Flo's superior print surface, balanced shade and optimized brightness provides accurate color reproduction while giving an extra boost of reflected light to enhance vibrant, fully saturated colors. With Flo, skin tones look natural, images are true and critical colors are spot-on—reflecting beautifully on your brand.



## 3. What you saw is what you'll see.

A balanced shade with optimal brightness makes Flo easier to color manage while on press and ensures true color stability in the final piece. And that means greater efficiency and predictability for your project. No wonder Flo is the printer's choice for print-matching proofs.

## Flo—Sheets

FINISH	TEXT OR COVER	BASIS WEIGHT (LB/GSM)	BRIGHTNESS STANDARD	OPACITY STANDARD	GLOSS STANDARD	CALIPER AVERAGE	GUARANTEED CALIPER	PPI	L*A*B* PAPER WHITE <sup>4</sup>
Gloss	Text	60/89	90	90.5	68	.0029		698	95.80, 1.22, -3.25
		70/104	90	91.5	68	.0031		650	95.80, 1.22, -3.25
		80/118	90	93.0	68	.0035		566	95.80, 1.22, -3.25
		100/148	90	96.5	68	.0045		446	95.80, 1.22, -3.25
	Cover	80/216	90	97.5	68	.0072	7pt <sup>1</sup>	278	95.80, 1.22, -3.25
		100/270	90	99.0	68	.0093	9pt <sup>2</sup>	214	95.80, 1.22, -3.25
		120/325	90	99.0	68	.0115		168	95.80, 1.22, -3.25
Dull	Text	70/104	90	92.0	43	.0033		612	95.80, 1.22, -3.25
		80/118	90	94.0	43	.0037		536	95.80, 1.22, -3.25
		100/148	90	96.5	43	.0048		420	95.80, 1.22, -3.25
	Cover	80/216	90	97.5	43	.0075	7pt <sup>1</sup>	268	95.80, 1.22, -3.25
		100/270	90	99.0	43	.0097	9pt <sup>2</sup>	208	95.80, 1.22, -3.25
		120/325	90	99.0	43	.0121		168	95.80, 1.22, -3.25
Matte	Text	60/89	90	92.0	25	.0032		626	95.80, 1.22, -3.25
		70/104	90	94.0	25	.0038		526	95.80, 1.22, -3.25
		80/118	90	94.5	25	.0043		462	95.80, 1.22, -3.25
		100/148	90	96.0	25	.0059		338	95.80, 1.22, -3.25
		110/162	90	97.0	25	.0073	7pt <sup>1</sup>	274	95.80, 1.22, -3.25
	Cover	65/176	90	98.5	25	.0072	7pt <sup>1</sup>	278	95.80, 1.22, -3.25
		80/216	90	98.0	25	.0094	9pt <sup>2</sup>	214	95.80, 1.22, -3.25
		100/270	90	99.0	25	.0106		190	95.80, 1.22, -3.25

1 Meets U.S. Postal Service 7-point minimum business-reply requirements.

2 Meets U.S. Postal Service 9-point minimum business-reply requirements.

3 Meets NASTA specifications.

4 CIE L\*a\*b\* values are approximate and in conformance with ISO 13655:2009. Data are specified according to the measurement condition M0; measured using X-Rite eXact, D50, 2°observer, white (self) backing. Values may vary significantly when measured with different instruments. White point values in accordance with the measurement condition M1 are available upon request.

5 For PPI information, please contact your local Sappi sales representative at 800.882.4332.

## Flo—Web

FINISH	TEXT OR COVER	BASIS WEIGHT (LB/GSM)	BRIGHTNESS STANDARD	OPACITY STANDARD	GLOSS STANDARD	CALIPER AVERAGE	PPI	L*A*B* PAPER WHITE <sup>4</sup>
Gloss	Text	40 / 59	82	88.0	55	.0020	996	92.5, 0.82, -1.75
		43 / 64	82	88.5	60	.0021	952	92.5, 0.82, -1.75
		45 / 67	82	89.5	60	.0023	882	92.5, 0.82, -1.75
		50 / 74	82	90.0	60	.0025	792	92.5, 0.82, -1.75
		60 / 89	83	92.0	60	.0029	680	93.4, 0.93, -1.95
		70 / 104	83	93.0	60	.0035	572	93.4, 0.93, -1.95
Matte	Text	40 / 59	82	89.5	29	.0022	— <sup>5</sup>	92.5, 0.82, -1.75
		45 <sup>3</sup> / 67	82	91.5	23	.0024	— <sup>5</sup>	92.5, 0.82, -1.75
		50 <sup>3</sup> / 74	82	91.7	23	.0027	— <sup>5</sup>	92.5, 0.82, -1.75

## Flo—Digital

FINISH	TEXT OR COVER	BASIS WEIGHT (LB/GSM)	BRIGHTNESS STANDARD	OPACITY STANDARD	GLOSS STANDARD	CALIPER AVERAGE	GUARANTEED CALIPER	PPI	L*A*B* PAPER WHITE <sup>4</sup>
Gloss	Text	80 / 118	90	93.0	68	.0035		566	95.80, 1.22, -3.25
		100 / 148	90	96.5	68	.0045		446	95.80, 1.22, -3.25
	Cover	80 / 216	90	97.5	68	.0072	7pt <sup>1</sup>	278	95.80, 1.22, -3.25
		100 / 270	90	99.0	68	.0093	9pt <sup>2</sup>	214	95.80, 1.22, -3.25
Dull	Text	80 / 118	90	94.0	43	.0037		536	95.80, 1.22, -3.25
		100 / 148	90	96.5	43	.0048		420	95.80, 1.22, -3.25
	Cover	80 / 216	90	97.5	43	.0075	7pt <sup>1</sup>	268	95.80, 1.22, -3.25
		100 / 270	90	99.0	43	.0097	9pt <sup>2</sup>	208	95.80, 1.22, -3.25



For more information about Flo, please visit [www.sappi.com/Flo](http://www.sappi.com/Flo) or scan the QR code.

For more information about Sappi's sustainability performance, please visit [www.sappi.com/eQ](http://www.sappi.com/eQ)

### Production Notes

Flo Dull Cover 80lb/216gsm, 4-color process plus spot gloss and dull varnishes.

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[www.sappi.com/na](http://www.sappi.com/na)

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# The Fine Line of Sappi Papers

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## Our Products

We engineer McCoy, Opus, Somerset and Flo to meet specific user needs, but there are several attributes you'll get from every piece of Sappi paper:

- Superior quality
- High-grade fiber
- Smooth printing surface
- Consistent press performance
- Dependability in the toughest printing environments
- Superior ink hold-out for full color intensity
- Uniform color reproduction
- Side-to-side consistency
- Tight variability tolerances
- Made in the USA

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## Pioneering Research and Innovation

At Sappi, our passion for paper can be traced back over 150 years and is what guides us today. Our history of industry firsts includes the first paper coated and calendered on two sides, the first dull coated paper and the first mill branded paper. Our innovative spirit is also demonstrated in initiatives like the eQ Journal and Ideas that Matter program, which provide thought leadership for the entire paper industry.

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## Sustainability

When you commit to a print campaign, you should be confident in your paper company's approach to sustainability. That's why we take a holistic view of our environmental responsibilities—from harvest through manufacturing, distribution, end use and disposal. From beginning to end, we infuse environmental and social responsibility into our paper, processes and people in order to give you one less thing to worry about.

- SFI® Chain of Custody certified
- FSC® certified for sheets and available upon request for web
- PEFC Chain of Custody certified available upon request for web
- Lacey Act compliant
- 100% of electricity used is Green-e® certified renewable energy for Flo sheets and Flo digital
- Certified SmartWay Transport partner
- Flo digital: 10% recycled fiber; Flo sheets: with or without 10% recycled fiber; Flo web: available with 10% recycled fiber for weights 45lb/67gsm and higher

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## Best-in-Class Service

We go way beyond technical specifications to help you choose the right paper for your brand and campaign needs. And once you're on press, our trusted printer technical support team stands ready to make sure your project turns out just right.

**sappi**

Inspired by life

For more information, please contact your local Sappi sales representative at 800.882.4332.

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