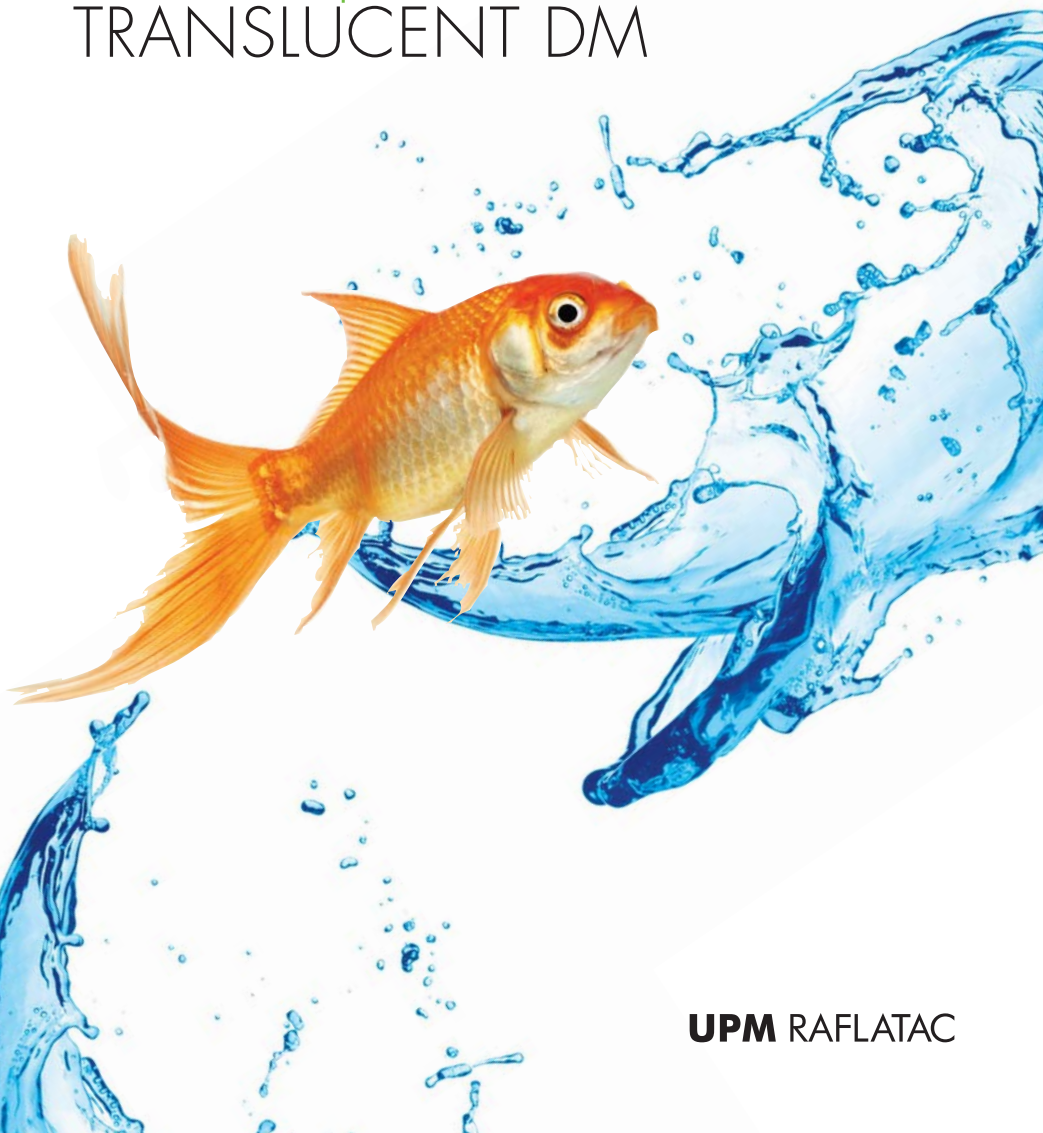




The Biofore Company **UPM**

Make a splash with  
TRANSLUCENT DM



**UPM** RAFLATAC

# Make the switch to TRANSLUCENT DM

Our intention is clear: UPM Raflatac's new Translucent DM labelstock is the most transparent product on the market. Use it to seal the deal on your direct mail campaigns by:

- Showcasing arresting images, graphics and text
- Sealing mailers and fading into the background
- Maximizing every inch of your direct mail pieces

## THE DIFFERENCE IS CLEAR



Industry Standard



New Translucent DM



DIRECT MAIL JUST GOT  
THE ALL-CLEAR.

## OUR INNOVATION; YOUR ADVANTAGE

Translucent DM for wafer seal labels

LS216N

TRANSLUCENT DM RP54 40# WHITE KRAFT



### TRANSLUCENT DM

*Translucent label paper with a high level of transparency, specifically designed for the direct mail market. Made from totally chlorine-free (TCF) pulp. Free from transparentizing chemicals.*

<i>Substance weight</i>	<i>42 lbs./ream (25" x 38") ISO536</i>
<i>Caliper</i>	<i>2.3 mil ISO534</i>
<i>Tear strength MD</i>	<i>26 grams ISO1974</i>
<i>Tear strength CD</i>	<i>26 grams ISO1974</i>
<i>Roughness (Bendtsen)</i>	<i>135 ml./min. ISO8791-2</i>
<i>Opacity (contrast ratio)</i>	<i>22% ISO2469</i>



**UPM Refract, Inc.**  
400 Broadpointe Drive  
Mills River, NC 28759  
USA

# TRANSLUCENT DM

## Seals the deal



PRSRT STD  
U.S. Postage  
**PAID**  
Asheville, NC  
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