

# Influence®

## THE RECOGNIZED CATEGORY LEADER.

Influence offers the highest quality in a No. 3 coated web paper for all types of end uses, with the printability and appearance expected of a higher grade paper. This sheet's lighter basis weight range is ideal for postage-sensitive applications while cover weights provide flexibility for direct mail uses.

### FEATURES:

- Enhanced optical properties produce truer, more vibrant image reproduction
- Excellent surface gloss and smoothness deliver outstanding ink holdout, ink lay, ink gloss and surface consistency
- Unparalleled pressroom performance and printability
- Variety of basis weights and finishes
- CoC certification and recycled options available
- Manufactured in the USA with Pride

### APPLICATIONS:

- Commercial print applications
- Covers and text for magazines and catalogs
- Direct mail
- Custom publishing

### INFLUENCE SPECIFICATIONS:

Grade	Basis Wts	GSM	Brightness	Gloss	Opacity	Caliper
Gloss Offset Text	45 <sup>1</sup>	67	86	70	88.5	2.1
	50 <sup>1</sup>	74	86	70	89.5	2.2
	60	89	88	70	91.5	2.7
	70	104	88	70	93	3.2
	80	118	88	70	94.5	3.7
	90°	133	88	70	94.5	4.5
	100	148	88	70	96.5	4.7
Gloss Offset Cover	65°	176	88	70	96	6.0
	80 (7 pt)*	216	88	70	98	7.4
	100 (9 pt)**°	271	88	70	99	9.8
Soft-Gloss Offset Text	45° <sup>1</sup>	67	86	35	89.5	2.3
	50 <sup>1</sup>	74	86	35	90.5	2.6
	60	89	88	35	92	3.0
	70	104	88	35	94	3.6
	80	118	88	35	95	4.2
	100°	148	88	35	97	5.4
Matte Offset Text	45 <sup>1,2</sup>	67	86	25	91	2.7
	50 <sup>1,2</sup>	74	86	25	91	3.1
	60 <sup>1</sup>	89	88	25	92	3.6
	70	104	88	25	94.5	3.8
	80	118	88	25	95.5	4.4
	100	148	88	25	97.5	5.6
Matte Offset Cover	65 (7 pt)*°	176	88	30	98	7.5
	80 (9 pt)**	216	88	30	98	9.3
Matte Offset Reply Card	107 (7 pt)* <sup>1</sup>	158	88	20	97	7.2
	134 (9 pt)** <sup>1</sup>	198	88	20	98	9.2
Gloss Gravure Text	60°	89	88	76	91.5	3.1

Noted \*7 pt. and \*\*9 pt. minimum caliper items are guaranteed for postal applications. With the exception of noted \*7 pt. and \*\*9 pt. minimum caliper items, Billerud manufactures to basis weight, not to specific bulk standards.

<sup>1</sup>Non-standard making item. Requires minimum accumulation, trim and approval.

<sup>2</sup>Contains higher levels of mechanical fiber.

<sup>2</sup>Meets SIMRA certification requirements.



[billerud.com](https://billerud.com)

