

# CARTE À PARFUM

Uncoated papers and board made from ECF pulp, FSC® certified. Available in 4 shades: White, Premium White, Ivory and Black.

**DESCRIPTION**

SIZE	GRAIN	SUBSTANCE	RANGE
72X102	LG	180 300 350	

SUBSTANCE	BULK	ROUGHNESS*	TABER STIFFNESS 15°	COBB (60 SEC.)	TECHNICAL FEATURES
ISO 536	ISO 534	ISO 8791-2	ISO 2493	ISO 535	ref. standard/instrument
g/m <sup>2</sup>	cm <sup>3</sup> /g	ml/min	mN	g/m <sup>2</sup>	unit of measure
			long ± 10%	trasv ± 10%	
180 ± 4%	1,39	750 ± 150	110	50	CIE Whiteness (col. White)
300 ± 5%	1,42	750 ± 150	300	150	ISO 11476: 148% ± 5
350 ± 5%	1,43	750 ± 150	400	180	CIE Whiteness (Prem. White)
					ISO 11476: 155 % ± 5
					Absolutly Humidity
					ISO 287: 7% ± 1
					*Roughness only for WHITE shade: 1200 ml/min ± 200 ml/min



THE PRODUCT IS RECYCLABLE ACCORDING TO ATICELCA 501:2025 AND CEPI V.2:2022, BASED ON UNI 11743:2019

Special runs available upon request. In case of printing with large areas of solid color, it is advisable to perform tests before carrying out the process.

**ECOLOGICAL FEATURES**

**NOTES**

# CARTE À PARFUM

Carte à Parfum is a product developed for the world of perfumery, crafted to receive, retain, and release fragrance essences. It delivers top performance when high mechanical strength is required for blotters and brand customization within the beauty and fragrance industries.

## APPLICATIONS

Suitable for the main printing systems such as screen printing, traditional litho-offset and UV printing. In the case of high ink coverage, we recommend adjusting the printing setup to allow proper ink drying. The macroporous surface requires the use of oxidative ink ranges. Since this paper is designed to absorb, retain, and release olfactory essences, in case of huge ink coverage we recommend to set to the minimum the ink load in order to let the ink drying properly. The best performance is achieved in dry embossing and hot foil stamping, even with very fine details. Due to its characteristic surface roughness, a specific adjustment of printing pressures is required.

## PRINTING SUGGESTIONS

Better results are achieved with screen-printing coating, although two passes are often necessary to achieve an optimal result. Laminating and protective varnish on the whole surface are not recommended because may partially alter the perception of the fragrance. Pay attention to the surface of Black color: if scratched or rubbed against another white surface can release traces of black pigment. Good results in the main packaging processes: cutting, die-cutting, creasing, folding and gluing.

## CONVERTING SUGGESTIONS

