



Appleton Coated manufactures and sells Reincarnation® - a New Leaf Paper® brand - as part of our coated paper lineup! Made from 100% Post-Consumer Recovered Fiber (PCRf), this coated line offers you a very green and sustainable paper choice for printed communications. By choosing Reincarnation, you communicate strong environmental leadership to your customers.



Applications: Brochures, catalogs, direct mail, posters, books

Business Segments: Commercial Printing, Catalog and Magazine Printing, Publishing

Reincarnation

Matte, Silk, & Gloss Finishes

Product Attributes

- **Matte - the most popular finish.** Combine the rich feel of an uncoated paper with the print quality of a coated sheet — at a price point much lower than premium text and cover brands. Its no-glare finish make copy-intensive communications easy to read
- **Silk** - a soft, non-gloss finish that makes printed images glossy with no glare in non-printed areas
- **Gloss** for sensational four-color images
- Pleasing blue-white shade
- Manufactured for New Leaf Paper by Appleton Coated in the USA at our ISO 14001 facility
- Lacey Act compliant
- Process chlorine free
- Acid free, pH neutral, and archival

Responsible - all standard, no upcharge

- 100% post-consumer recovered fiber (PCRf)
- Highest PCRf coated paper in North America
 - » All PCRf fiber sourced within 100 miles of our mill
- Forest Stewardship Council® certified
- Green-e® certified
- Ancient Forest Friendly™



100% of The Electricity Used To Manufacture Green Power Products is Offset With Certified Renewable Energy



Ancient Forest Friendly™

Service Platform

- **Matte and Silk sheets are stocked in cartons and skids; rolls are making only** (consult mill for details & lead times)
 - » Making sheets - 5,000 lb min. Inquire with mill for lower quantities
 - » Making rolls - 10,000 lb min. Inquire with mill for lower quantities
- **Gloss sheets and rolls are making only** (consult mill for details & lead times)
 - » Making sheets - 40,000 lb min. with the exception of a 10,000 lb min. for 70 lb text only. Inquire with mill for lower quantities
 - » Making rolls - 60,000 lb min. with the exception of a 10,000 lb min. for 70 lb text only. Inquire with mill for lower quantities

The New Leaf Paper® EcoAuditSM

The New Leaf Paper EcoAuditSM shows the tangible environmental benefits of using 100% post-consumer recycled paper instead of virgin paper.

New Leaf Paper can create a print-ready, customized EcoAudit for your next project that is printed on Reincarnation. **Visit newleafpaper.com/ecoaudit to begin and select from a variety of custom EcoAudit layout options.**

For More Information:

CONTACT Your Appleton Coated Sales Representative
VISIT www.appletoncoated.com
SERVICE 888-488-6742 or CustomerService@appletoncoated.com
SAMPLES 888-488-6742 or CustomerService@appletoncoated.com




Specifications

This product is manufactured with 100% Post-Consumer Recovered Fiber, is acid free, pH neutral, & process chlorine free.

Shade	Finish	Basis Wt.	GSM	Brightness	Opacity	Gloss	Caliper♦	Sheets	Web			
				D65	GE							
Blue-White	Matte	70▲	Text	104	95	93	95	25	.0042	●	○	
		80		118	95	93	96	25	.0047	●	○	
		100		148	95	93	97	25	.0056	●	○	
			7pt (110 lb Text)	Cover	163	95	93	98	25	.0072 ■	●	○
			80 (7pt)		216	95	93	99	25	.0088	●	○
			100 (9pt)		270	95	93	99	25	.0109	●	○
			120 (9pt)		324	95	93	99	25	.0131	●	○
Blue-White	Silk	80	Text	118	95	93	95	40	.0039	●	○	
		100		148	95	93	96	40	.0049	●	○	
			80 (7pt)	Cover	216	95	93	99	40	.0074	●	○
			100 (9pt)		270	95	93	99	40	.0094	●	○
			120 (9pt)		324	95	93	99	40	.0115	●	○
Blue-White	Gloss	80	Text	118	95	93	95	72	.0036	○	○	
		<i>Gloss is a making-only finish</i>		100	148	95	93	96	72	.0047	○	○
			80	Cover	216	95	93	99	72	.0071	○	○
			100 (7pt)		270	95	93	99	72	.0092	○	○
			120 (9pt)		324	95	93	99	72	.0110	○	○


- Manufactured to caliper and guaranteed to meet postal requirements.
- ♦ Manufactured to basis weight and finish.
- ▲ 70 lb. Text is 30% PCRF and does not carry the Ancient Forest Friendly designation.
- Stock item
- Making-only. See service platform for details.

STANDARD - NO UPCHARGE




FSC
www.fsc.org
FSC® C007796

The mark of responsible forestry




100%



Green-e

100% of The Electricity Used to Manufacture Green Power Products is Offset With Certified Renewable Energy



Ancient Forest Friendly™

Ancient Forest Friendly™
 The Ancient Forest Friendly designation and logo from Canopy represent the highest ecological qualities in the paper industry. Ancient Forest Friendly pulp and paper is free of ancient or endangered forest fiber, made with 100% recycled or straw paper, and is whitened without chlorine. www.canopyplanet.org

Information accurate at the time of printing. Content subject to change without notice. See our website stock guide for continuously updated information.