

The Brilliant  
Inkjet papers for  
industrial inkjet printing



# The Brilliant

A diamond only gains its incomparable brilliance after it receives the perfect cut and polish. The light striking the gem is reflected back at the beholder, refracting the full spectrum of its inner brilliance. This blaze of colour is the hallmark of the diamond's fascinating allure. Exerting that level of visually captivating appeal is the aim of all personalized advertising messages. Typical examples being transaction or transpromotional documents. An indispensable feature of this process is the sheer brilliance of the colours used, faithful reproduction of those colours and a broad spectrum of colours. This in turn creates a demand for the correct choice of paper. Clearly a case for Mitsubishi HiTec Paper.

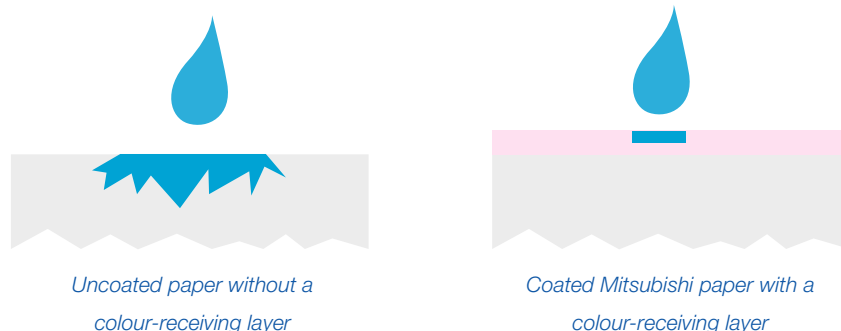
## Nothing by halves

Industrial inkjet-printed media must be indistinguishable in terms of brilliance and faithful portrayal of colour from other media the customer may employ, e.g. image brochures or billboard posters. Contract partners insist on utterly faithful colour reproduction with their logos, brand names and images. Special colours such as gold and silver, or skin tones, must be depicted realistically. Anyone seeking to skimp on the medium will inevitably obtain an unsatisfactory print outcome. This massively constrains the vast spectrum of creative potential applications for transactional or transpromotional printing, direct mail as well as print-on-demand for newspapers, brochures and books – and this in turn restricts the customer's return on investment (ROI).

## Quality speaks volumes

Demanding digital print shops insist on the high quality of coated inject media from Mitsubishi HiTec Paper. All papers are coated with a superlative colour receiving layer and guarantee a wide spectrum of colours, magnificently brilliant colours as well as faithful detail and pinpoint precision – even on subject matter with subtly graduated tones and shades. Optimum bonding of coloured inks in the surface coating layer delivers fast drying action and higher printing speeds. The versatile portfolio from Mitsubishi HiTec Paper (matte, silk matte and high gloss papers ranging from 66 to 230 grams, one-sided as well as double-sided printable versions) is eminently suited to hybrid printing and provides scope for universal combination and application options. All quality grades are FSC-certified and all are fully compatible with standard recycling operations. There are compelling reasons why these products are recommended by leading manufacturers of digital printing machines.

### Colour absorption in the paper cross section



Transpromotional documents deliver convincingly brilliant colours and faithfully reproduce the colours of corporate logos, brand names and photos.



The filtrate from the flotation test, based on INGEDE Method 11, testifies to the excellent deinking characteristics of our matt coated inkjet papers, and assures seamless compliance with standard recycling operations.

Coated paper from Mitsubishi HiTec Paper

Uncoated paper



A decisive factor for contract partners is the ability to depict corporate logos and images with utterly faithful colour reproduction

## Your advantage

Special paper for industrial inkjet printing combines a wide range of good properties:

### Our quality

Thanks to the specific colour-receiving layer, print with faithful colour reproduction, a broad spectrum of colours, superlative brilliance, attention to detail and pinpoint precision

- A broad portfolio of products:
  - coated on one or both sides
  - from 66 to 230 g/m<sup>2</sup>
  - surfaces in matte, silk matte and high gloss

High opacity

Rapid ink absorption and optimum bonding of ink in the colour-receiving layer

Offset printability

Universal range of application options

FSC-certified and fully compliant with standard recycling operations

Tested and recommended by leading machine manufacturers in an extensive series of trials

### Your advantage

Professional and utterly faithful reproduction of logos, full-surface elements and precision shades and tones, the key to compliance with each customer's Corporate Identity

A broad spectrum of applications enables printing machine capabilities to be used to the full, thereby achieving efficient utilization of production capacity and shorter amortization periods

Low levels of full-depth colour penetration

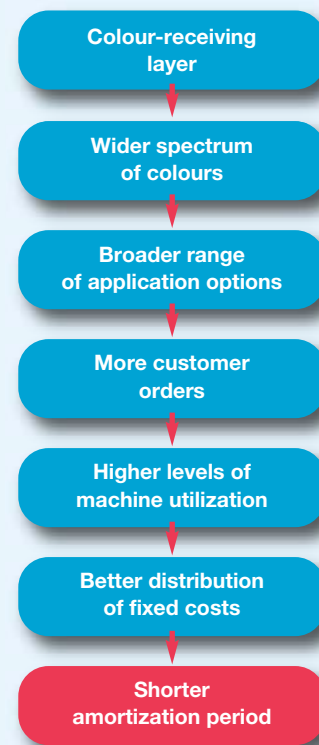
Quick drying action and faster printing speeds

Scope for universal application with hybrid printing (a combination of offset and inkjet technology)

Fewer items in stock and less money tied up in inventory

No additional disposal costs and a valuable contribution towards the environment

Functionality guaranteed



## OEM recommendations

Tested and recommended by

- > Agfa Dotrix®
- > Impika IPrint®
- > Kodak Versamark®
- > Oce Jetstream®
- > Ricoh/IBM Infoprint®
- > Screen Truepress®

## Excellence

As a speciality paper manufacturer with a keen sense of social responsibility, Mitsubishi HiTec Paper has for many years been paying very careful attention to environmental considerations and awareness while ensuring the highest quality production and further precise inkjet processes.

The awards / certifications

- > FSC (Chain of Custody)
- > Ingede
- > BRC Global Standard – Consumer Products
- > ISO 14001:2005
- > ISO 9001:2008
- > Eco Profit



Products bearing the FSC trademark contain wood from responsibly managed forests. The forests are certified in accordance with the principles of the Forest Stewardship Council.

SGS-COC-2664

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## Great service

We are not satisfied merely with producing top-quality paper.

We also offer all our customers a high standard of bespoke service.

- > The sample service – sample rolls available at short notice across the quality range
- > The delivery service – worldwide, the optimum form of dispatch for you
- > The equipment service – made-to-measure product or roll widths adapted to suit your production facilities, with guide holes down the margin or perforation

## Versatile

As a full-range provider of inkjet papers, Mitsubishi HiTec Paper delivers high-quality products for every application. With production facilities in Germany and Japan as well as a global sales network, Mitsubishi HiTec Paper is a strong partner when what you really need are individual product solutions.

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