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PAPER

Convincing quality from the market leader:

Guaranteed Professional Quality Lexmark® Epson® Canon® HP®

- **Premium** ★★★★★ For professional printouts with high photo content, e.g. sales brochures
- **Superior** ★★★★ For discerning printing, e.g. sales brochures and documents with high photo content

Avery Zweckform colour laser paper has been developed specially for applications on all standard colour laser printers.

For best printing results and toner adhesion please note:

1) Choose "cardboard" in the printer settings. Depending on the manufacturer you will find different wordings like thick paper or labels.

2) Always feed via single sheet feeder.

PREMIUM COLOUR LASER PAPER

★★★★★

For professional printouts with high photo content!
- Ideal for high quality documents with high photo-content e. g. brochures and sales documents
- Innovative high-tech coating for excellent toner adhesion
- Surface coated on both sides
- Extra strong paper quality for particular high quality printouts
- High temperature resistance for smooth, jam-free printing

Art No	Format DIN/cm	Substance	Surface/Coating	Sheet/Pack	Printer I	L	K	CL
FSC 2498	A4	250 g	high glossy, printable on both sides	100		•	•	•
FSC 2798	A4	200 g	high glossy, printable on both sides	100		•	•	•
FSC 1398-200	A4	200 g	high glossy, printable on both sides	200		•	•	•

SUPERIOR COLOUR LASER PAPER

★★★★

For discerning printing!
- Glossy paper is ideal for brochures and documents with image and text content, matt paper is perfect for presentations
- Both sided special coating ensures very good toner adhesion
- Extra strong paper quality for particular high quality printouts
- High temperature resistance for smooth, jam-free printing

Art No	Format DIN/cm	Substance	Surface/Coating	Sheet/Pack	Printer I	L	K	CL
FSC 25983-100	A3	150 g	glossy, printable on both sides	100		•	•	•
FSC 1298	A4	170 g	glossy, printable on both sides	200		•	•	•
FSC 2598-200	A4	150 g	glossy, printable on both sides	200		•	•	•
FSC 1198	A4	120 g	glossy, printable on both sides	200		•	•	•

FSC Paper from responsibly managed forests

AVERY Zweckform

Convincing quality from the market leader:

Guaranteed Professional Quality — Lexmark® Epson® Canon® HP®
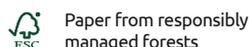
- **Premium** ★★★★★ Professional quality for the highest demands, e.g. portraits and close-ups.
- **Superior** ★★★★ For frequent printing and high demands, e.g. souvenir photos
- **Classic** ★★★ For all occasions, e.g. snapshots

Avery Zweckform inkjet paper has been developed specially for applications on all standard inkjet printers..

PREMIUM INKJET PHOTO PAPER ★★★★★

Professional quality for high resolution photos!
- Photos instantly available – guaranteed quality on all standard printer makes
- Special high-tech coating enables photos in High Definition up to 9.600 dpi
- Long-term colour protection for excellent colour definition, excellent contrast & depth of field
- Photo feeling with laboratory quality: extra-strong, durable paper quality with original photo back, ideal for portraits, close-up shots and high-quality photo printing
- Laboratory-tested non-smudge and waterproof surface coating – instantly dry!

Art No	Format DIN/cm	Substance	Surface/Coating	Sheet/ Pack	Printer I	L	K	CL
2482-20	A4	300 g	high glossy	20	•			
2556-15P	A4	250 g	high glossy	**15 + 15 FREE**	•			
2556-20	A4	250 g	high glossy	20	•			
2739 (Big Pack)	A4	250 g	high glossy	40	•			
2559-20	A4	250 g	silk matt	20	•			
C1318-15P	13 x 18	250 g	silk matt	**15 + 15 FREE**	•			
C2553-40	10 x 15	300 g	high glossy	40	•			
C2550-40P	10 x 15	250 g	high glossy	80	•			
C2552-40P	10 x 15	250 g	silk matt	**40 + 40 FREE**	•			
C2550-50	10 x 15	250 g	high glossy	50	•			

SUPERIOR INKJET PHOTO PAPER ★★★★

For frequent printing and high demands!
- Photos instantly available – guaranteed quality on all standard printer makes
- Ideal for souvenir photos, photo albums and for gifts
- Excellent colour definition and high contrast due to special high gloss coating
- Photos "true to life": vibrant, pure colours
- Instant dry & smudge free

Art No	Format DIN/cm	Substance	Surface/Coating	Sheet/ Pack	Printer I L K CL
2497-40 (Big Pack)	A4	230 g	high glossy	40	•
1040-30	A4	200 g	silk matt	30	•
2569	A4	200 g	high glossy	25	•
2572-40P	A4	200 g	high glossy	**40 + 40 FREE**	•
2572-50 (Big Pack)	A4	200 g	high glossy	50	•
C2495-45R	13 x 18	230 g	high glossy	45	•
C2495-90	10 x 15	230 g	high glossy	90	•
C2495-100 (Big Pack)	10 x 15	230 g	high glossy	100	•
C2549-20P	10 x 15	200 g	high glossy	**20 + 20 FREE**	•
C2549-100 (Big Pack)	10 x 15	200 g	high glossy	100	•

CLASSIC INKJET PHOTO PAPER ★★★

For all occasions!
- Photos instantly available – guaranteed quality on all standard printer makes
- Ideal for frequent printing, e.g. snapshots
- Natural colours and impressive gloss with special photo coating
- Instant dry & smudge free with effective drying formula

	Art No	Format DIN/cm	Substance	Surface/Coating	Sheet/ Pack	Printer I L K CL
	2496-50	A4	180 g	glossy	50	•
	2496	A4	180 g	glossy	100	•
FSC	2570	A4	180 g	glossy, printable on both sides	10	•
FSC	2743-40	A4	170 g	silk matt	40	•
	2415	A4	160 g	glossy	40	•
	2573-60 (Big Pack)	A4	160 g	glossy	60	•
	2568-20	A4	160 g	glossy	20	•
	2554	A4	125 g	glossy	20	•
	2567-75 (Big Pack)	A4	125 g	glossy	75	•
	C2570-100 (Big Pack)	10 x 15	180 g	glossy	100	•
	C2522-60	10 x 15	180 g	glossy	60	•
FSC	C2743-50	10 x 15	170 g	silk matt	50	•

FSC   Paper from responsibly managed forests

Printer: I = inkjet printer   **L =** laser printer   **K =** copier   **CL =** colour laser printer

Avery Zweckform

Convincing quality from the market leader:

Guaranteed Professional Quality Lexmark® Epson® Canon® HP®

- **Superior** ★★★★ For discerning printing, such as for sales documents and brochures
- **Classic** ★★★ For high-quality documents, such as presentations and menus

Avery Zweckform inkjet paper has been developed specially for applications on all standard inkjet printers.

SUPERIOR INKJET PAPER MATT ★★★★

For discerning printing!
- For high quality image and text documents with a matt finish
- Ideal for sales documents and brochures
- Instant dry & smudge free with effective drying formula
- Special matt coating for excellent colour definition and printouts rich in contrast
- Extra strong paper quality for particular high quality printout

Art No	Format DIN/cm	Substance	Surface/Coating	Sheet/Pack	Printer I L K CL
2581	A4	200 g	matt, printable on both sides	25	•
2583	A4	170 g	matt, printable on both sides	100	•
2579-100	A4	150 g	matt	100	•

CLASSIC INKJET PAPER MATT ★★★

For high quality documents!
- The inkjet paper classic with matt finish
- Ideal for presentations and menus
- Instant dry & smudge free with effective drying formula
- Special matt coating for excellent colour definition and printouts rich in contrast
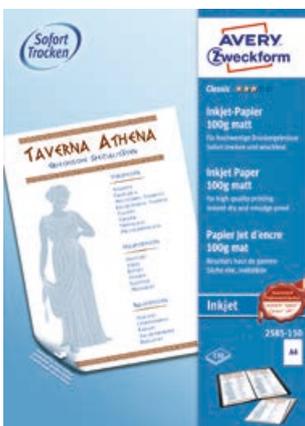
| Art No	Format DIN/cm	Substance	Surface/Coating	Sheet/Pack	Printer I L K CL
2594-100	A3	120 g	matt	100	•
2576-150	A4	120 g	matt	150	•
2585-150	A4	100 g	matt, printable on both sides	150	•

Coated paper
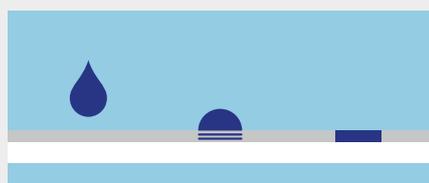
Uncoated paper

Precision ink application
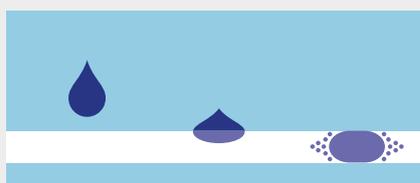
Uncontrolled ink application

Important to know when printing and processing

The coated side is always facing up in the pack – a note to this effect is on the pack. The coated side is also whiter – carefully bend over the front side and you can see the difference immediately. The coated side of most photo papers is also usually glossy.

Insert the paper in such a way that the coated side is printed on. That might vary depending on the different printer model. Select the correct material setting in the printer menu, depending on the manufacturer the wording might differ.

For photo paper:
- Glossy photo paper
- Premium glossy paper

For matt paper:
- Other inkjet papers
- High resolution paper
- Photo quality inkjet paper

Micro porous special coating
High tech paper

| Porous cover layer |
| Image layer |
| Ink-fixing layer |
| Whiteness control layer |
| PE coating |
| Paper body |
| PE coating |

7 layer structure
for excellent photo printouts

APPLICATION PAPER

For the perfect application!
- Ideal for applications, presentations, image and text documents with a matt finish
- Extra strong paper quality for particular high quality printouts
- Extra smooth paper quality, both sided satin finish for high colour definition and pin-sharp contours

Art No	Format DIN/cm	Substance	Surface/Coating	Sheet/ Pack	Printer I L K CL
2788	A4	100 g	satin finish, printable on both sides	200	• • • •

FLYER PAPER

For high quality flyers!
- Ideal for small print runs of high-quality flyers
- Glossy coating on both sides
- Medium substance for stability and opaqueness – optimal for flyers printed on both sides
- Inkjet: High-quality glossy finish and quick drying
- Colour laser: excellent toner adhesion

Art No	Format DIN/cm	Substance	Surface/Coating	Sheet/ Pack	Printer I L K CL
2789-40	A4	180 g	glossy, printable on both sides	40	•
2790-100	A4	170 g	glossy, printable on both sides	100	• • •

FSC Paper from responsibly managed forests

Printer: **I** = inkjet printer **L** = laser printer **K** = copier **CL** = colour laser printer

AVERY Zweckform®

COLOUR PAPER

- Coloured multipurpose paper
- Ideal for invitations, letters, placards, menus
- Extra-strong paper for high-quality printouts
- Easy and fast designing and printing on your own PC
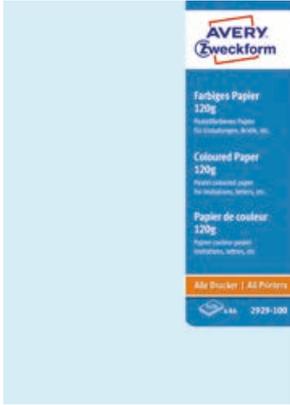
Art No	Format DIN/cm	Substance	Surface/Coating	Sheet/Pack	Printer I L K CL
2929-100	A4	120 g	light blue, lemon, mint, rosé, Lilac	100 (20 each colour)	• • • •

LIGHT BLUE	LEMON	MINT	ROSÉ	Lilac

DESIGN PAPER

- Paper with marble texture for a smart look
- Ideal for menus and certificates
- Easy and fast designing and printing on your own PC

	Art No	Format DIN/cm	Substance	Surface/Coating	Sheet/Pack	Printer I L K CL
❶	**32084**	A4	90 g	marble grey	50	• • • •
❷	**32085**	A4	90 g	marble beige	50	• • • •

❶ MARBLE GREY ❷ MARBLE BEIGE

PRINTER PAPER

- Very high whiteness for print images high in contrast
- ColorLok technology enables vibrant colours, intense black and a faster drying period
- FSC® certificate confirms the use of raw materials from sustainable and responsibly managed forests
- EU Ecolabel certified environmental sustainability – wood-free, elementary chlorine-free bleached and environmentally friendlier than other comparable papers.
- ISO 9706 tested ageing resistance of at least 200 years without bleaching or colouring of the printing image
- High bending stiffness and opacity make the paper also compatible for both-sided printing, the so-called duplex print
- Suitable for all printer types, copiers and fax machines

|	Art No	Format DIN	Sub-stance	White CIE	Surface/Coating	ColorLok®	EU EcoLabel	Sheet/Pack	Printer I L K CL
FSC	2566-250	A4	100 g	170	high whiteness, brilliant colour prints, aging-resistant, duplex-print, high opacity	✓	✓	250	• • • •
FSC	2566	A4	100 g	170	high whiteness, brilliant colour prints, aging-resistant, duplex-print, high opacity	✓	✓	500	• • • •
FSC	2563	A4	90 g	170	high whiteness, brilliant colour prints, aging-resistant, duplex-print, high opacity	✓	✓	500	• • • •
FSC	2574	A4	80 g	170	high whiteness, brilliant colour prints, aging-resistant, duplex-print	✓	✓	500	• • • •
	2575	A4	80 g	161	high whiteness, aging-resistant		✓	500	• • • •
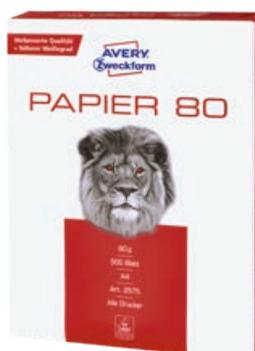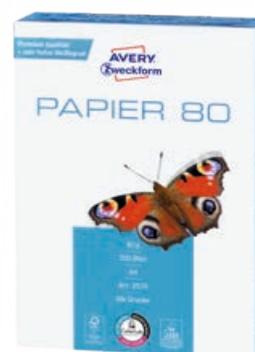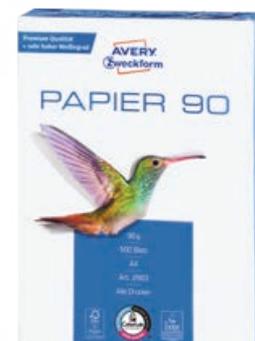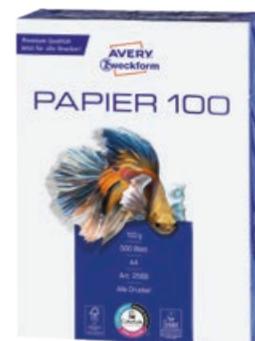
The ColorLok® technology is based on special additives that evidently improve the quality of the documents during the printing process and enable a faster drying period..

Products with the **EU EcoLabel** are environmentally friendlier than others.
The EU EcoLabel is awarded by the European Union.

Environmentally-friendly: **FSC® certified pa-per** from responsibly managed forests.

Recyclable aper from responsibly managed forests

Printer: I = inkjet printer   L = laser printer   K = copier   CL = colour laser printer