

Photos Like Real Life!



Get to know the **diverse paper range** from Avery Zweckform. From paper for the every-day need to products for special projects. Whether high-quality photo paper, specially coated inkjet paper, heat-resistant colour laser paper or our standard multipurpose paper - **we cover all your needs.**



PAPERS

Colour Laser Paper

Premium Colour Laser Paper	86
Superior Colour Laser Paper	87
Classic Colour Laser Paper	87

INKJET PHOTO PAPER

Premium Photo Paper	88
Superior Photo Paper	89
Classic Photo Paper	89

INKJET PAPER MATT

Superior Inkjet Paper	90
Classic Inkjet Paper	90

SPECIAL PAPER

Application Paper	91
Flyer Paper	91

MULTIPURPOSE PAPER

Colour Paper	92
Design Paper	92
Listing Paper	92
Printer Paper	93



COLOUR LASER PAPER
P. 86



INKJET PHOTO PAPER
P. 88



INKJET PAPER MATT
P. 90



SPECIAL PAPER
P. 91



MULTIPURPOSE PAPER
P. 92

PAPERS

COLOUR LASER PAPER



Convincing quality from the market leader: Colour Laser Paper from Classic to Premium



- **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
- **Classic** ★★★☆☆ For all occasions, e.g. correspondence and presentations

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
2498	A4	250 g	glossy, printable on both sides	100	• • •
2798	A4	200 g	glossy, printable on both sides	100	• • •
1398-200	A4	200 g	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
25983-100	A3	150 g	glossy, printable on both sides	100	• • •
1298	A4	170 g	glossy, printable on both sides	200	• • •
2598-200	A4	150 g	glossy, printable on both sides	200	• • •
1198	A4	120 g	glossy, printable on both sides	200	• • •



CLASSIC COLOUR LASER PAPER



For all occasions!

- Ideal for correspondence, presentations and documents with images and graphics
- Extra-smooth paper quality for good toner adhesion
- High temperature resistance for smooth, jam-free printing
- Extra-smooth surface for high colour density and sharp contours

Art No	Format DIN/cm	Substance	Surface/Coating	Sheet/Pack	Printer I L K CL
1798-200	A4	150 g	extra smooth	200	• • •



Paper from responsibly managed forests

PAPERS

INKJET PHOTO PAPER



Convincing quality from the market leader: Inkjet Photo Paper from Classic to Premium



- **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	glossy	20	•
2556-15P	A4	250 g	glossy	15 + 15 FREE	•
2556-20	A4	250 g	glossy	20	•
2739 (Big Pack)	A4	250 g	glossy	40	•
2559-20	A4	250 g	silk matt	20	•
NEW C1318-15P	13 x 18	250 g	silk matt	15 + 15 FREE	•
C2553-40	10 x 15	300 g	glossy	40	•
C2550-40P	10 x 15	250 g	glossy	80	•
C2552-40P	10 x 15	250 g	silk matt	40 + 40 FREE	•
C2550-50	10 x 15	250 g	glossy	50	•
C2552-50	10 x 15	250 g	silk matt	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
2495-20	A4	230 g	glossy	20	•
2497-40 (Big Pack)	A4	230 g	glossy	40	•
1040-30	A4	200 g	silk matt	30	•
2569	A4	200 g	glossy	25	•
2572-40P	A4	200 g	glossy	40 + 40 FREE	•
2572-50 (Big Pack)	A4	200 g	glossy	50	•
C2495-45R	13 x 18	230 g	glossy	45	•
C2497-50	10 x 15	230 g	glossy	50	•
C2495-90	10 x 15	230 g	glossy	90	•
C2495-100 (Big Pack)	10 x 15	230 g	glossy	100	•
NEW C2549-20P	10 x 15	200 g	glossy	20 + 20 FREE	•
C2549-50	10 x 15	200 g	glossy	50	•
C2549-100 (Big Pack)	10 x 15	200 g	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	•
2570	A4	180 g	glossy, printable on both sides	10	•
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	•
C2743-50	10 x 15	170 g	silk matt	50	•



PAPERS

INKJET PAPER MATT



Convincing quality from the market leader: Matt coated inkjet paper from Classic to Superior



- **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
2589-50	A3	170 g	matt, printable on both sides	50	•
2581	A4	200 g	matt coating on both sides	25	•
2583	A4	170 g	matt coating on both sides	100	•
2599	A4	150 g	matt coating	25	•
2579-100	A4	150 g	matt coating	100	•



CLASSIC INKJET PAPER MATT



For high quality documents!

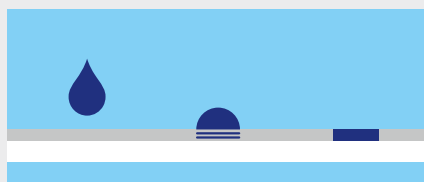
- The inkjet paper classic with matt finish
- Ideal for presentations and menus
- Instant dry & smudge free with effective drying formula
- Special matt coating for excellent colour definition and printouts rich in contrast

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	•
2596-50	A4	120 g	matt	50	•
2585-150	A4	100 g	matt, printable on both sides	150	•



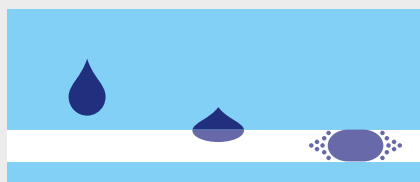


Coated paper



Precision ink application

Uncoated paper



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

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

High tech paper
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, satin finish on both sides 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	• • •



Paper from responsibly managed forests

PAPERS

MULTIPURPOSE PAPER



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
1	2915	A4	120 g	cream	50	• • • •
2	2929-100	A4	120 g	light blue, lemon, mint, rosé, lilac	100 (20 each col.)	• • • •

1	CREAM				
2	LIGHT BLUE	LEMON	MINT	ROSÉ	LILAC

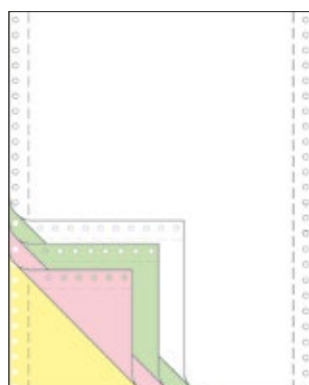


DESIGN PAPER

- 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
1	32084	A4	90 g	marble grey	50	• • • •
2	32085	A4	90 g	marble beige	50	• • • •

1	MARBLE GREY	2	MARBLE BEIGE
---	-------------	---	--------------



LISTING PAPER

Continuous paper for matrix printer:

- Perforation lengthwise and filing holes
- Available as carbon paper set with either 3 or 4 layers







Perforation
lengthwise

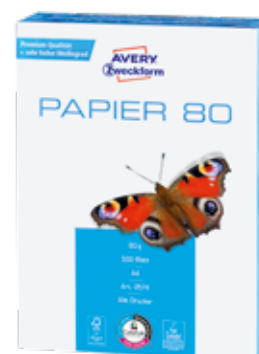
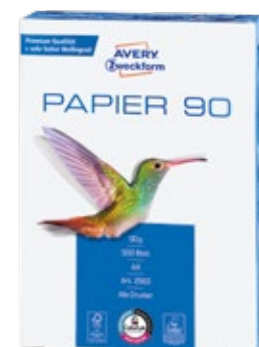
	Art No	Format inch/mm	Surface/Coating	Model	Sheet/ Pack
	Listing Paper, 12", wood-free				
1	2544	12" x 240 mm	4-layer, 52 g, carbon less copying, white, green, rose, yellow, blank	FH/LP	500

LP= Length perforation FH= Filing holes

PRINTER PAPER

- Very high whiteness for print images high in contrast (CIE value = 161 or rather 170)
- 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	Substance	Surface/Coating	ColorLok®	EU EcoLabel	Sheet/ Pack	Printer			
							I	L	K	CL
 2566-250	A4	100 g	high whiteness, brilliant colour-prints, aging-resistant, duplex-print, high opacity	✓	✓	250	•	•	•	•
 2566	A4	100 g	high whiteness, brilliant colour-prints, aging-resistant, duplex-print, high opacity	✓	✓	500	•	•	•	•
 2563	A4	90 g	high whiteness, brilliant colour-prints, aging-resistant, duplex-print, high opacity	✓	✓	500	•	•	•	•
 2574	A4	80 g	high whiteness, brilliant colour-prints, aging-resistant, duplex-print	✓	✓	500	•	•	•	•
2575	A4	80 g	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 paper** from responsibly managed forests.

