



## LithoPoint™ Matte

LithoPoint™ Matte is a matte-coated full wet strength label paper for beverage bottles. Features include a matte surface for a classic uncoated label look, while providing a high smoothness for high fidelity print surface and excellent artwork reproduction. High wet strength and high wet opacity are provided for label durability and optimal label appearance in wet environments, and the reverse side treatment is optimized for wet glue applications. LithoPoint™ Matte is an ideal choice for craft beer body and neck labels as well as wine label applications where a pleasing matte or uncoated surface appearance is desired.

### FEATURES AND BENEFITS

- Matte printing surface provides an uncoated look
- Excellent smoothness comparable to a gloss grade for high print fidelity
- High dry and wet opacity for optimal label appearance when wet
- Full wet strength for label durability
- Reverse side treatments engineered for wet glue adhesives
- Ideal for craft beer body and neck labels
- Works well for wine bottle labels

<b>Basis Weight</b>	<b>(lbs/3000 ft<sup>2</sup>)</b>	<b>47</b>
	<b>(lbs/3300 ft<sup>2</sup>)</b>	<b>52</b>
	<b>g/m<sup>2</sup></b>	<b>77</b>
Caliper	(mils)	3.1
	microns	79
Smoothness	10S, PPS	1.08
Gloss	%, 75°	25
Brightness	%	88.5
Opacity	%	89
Wet Opacity**	%	81
MD Tensile	(lbs/in)	27
	N/15mm*	71
MD Tensile Wet	(lbs/in)	4.2
	N/15mm*	11
Cobb	g/m <sup>2</sup> , 60 sec	25

\*Calculated result

\*\*North America method

### MAIN APPLICATIONS

- Offset printed for water and soft drink bottle labels
- Suitable for body and neck labels
- Suitable for wine bottle labels

The information given is based upon our knowledge and experience at the time of printing and is given in good faith. It does not represent a guarantee or legal warranty for specific properties or for suitability for a specific use.

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