

# InPrint

| DIGITAL TABLOID                      |               | 80gsm BRIGHT RECYCLED                                                                |
|--------------------------------------|---------------|--------------------------------------------------------------------------------------|
| Size:                                | 289mm x 380mm | 100% recycled bright white paper with a more luxurious feel than standard newsprint. |
| Finishing:                           | Flat          |                                                                                      |
| Pages:                               | 4-64          |                                                                                      |
| Copies:                              | 1-1,000       |                                                                                      |
| Printed by:<br><b>NEWSPAPER CLUB</b> |               | Brightness: ISO150 ●●●●●                                                             |
|                                      |               | Thickness: ●●●●○                                                                     |
|                                      |               | Certifications: EU Ecolabel • FSC                                                    |
|                                      |               | Use for: Mini • Midi • Tabloid                                                       |



Original photo: Ryoji lwata • unsplash.com

## The future is bright

Our 80gsm bright paper is a notch up from standard newsprint. It's a fully recycled, bright white paper that's ideal for punchy colours and fine details. Perfect for photography or anything else that needs a more luxe finish.

Our digital press produces sharp results with fantastic colour reproduction across all our paper stocks. Combine that with this paper and you have a perfect match to really push the colours and textures in your photography and illustration. Inside you'll find a few examples of this paper at its best.

# Pure luxury

## Wedding vows

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Digital tabloid

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Wedding newspaper

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@ritzelle\_\_

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After their wedding, Ritzelle and Curtis Clarke sent tabloid newspapers as a creative thank you to friends and family. They included a selection of photos, their vows and a playlist of songs from the day.



*“Once people received it we were flooded with texts and notifications on Instagram. People have mentioned it was such a unique correspondence and that they’ll hold onto it forever!”*

*Ritzelle Clarke*



## Picture-perfect portfolio

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Digital tabloid

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Photography portfolio

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@landonnordeman

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landonnordeman.com

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In his portfolio photographer Landon Nordeman offers a peek behind the scenes at some of fashion's most glamorous events, from the Met Gala to the Vanity Fair Oscars Party. Landon's bold and colourful images look brilliant on 80gsm paper.

# Cosy catalogue

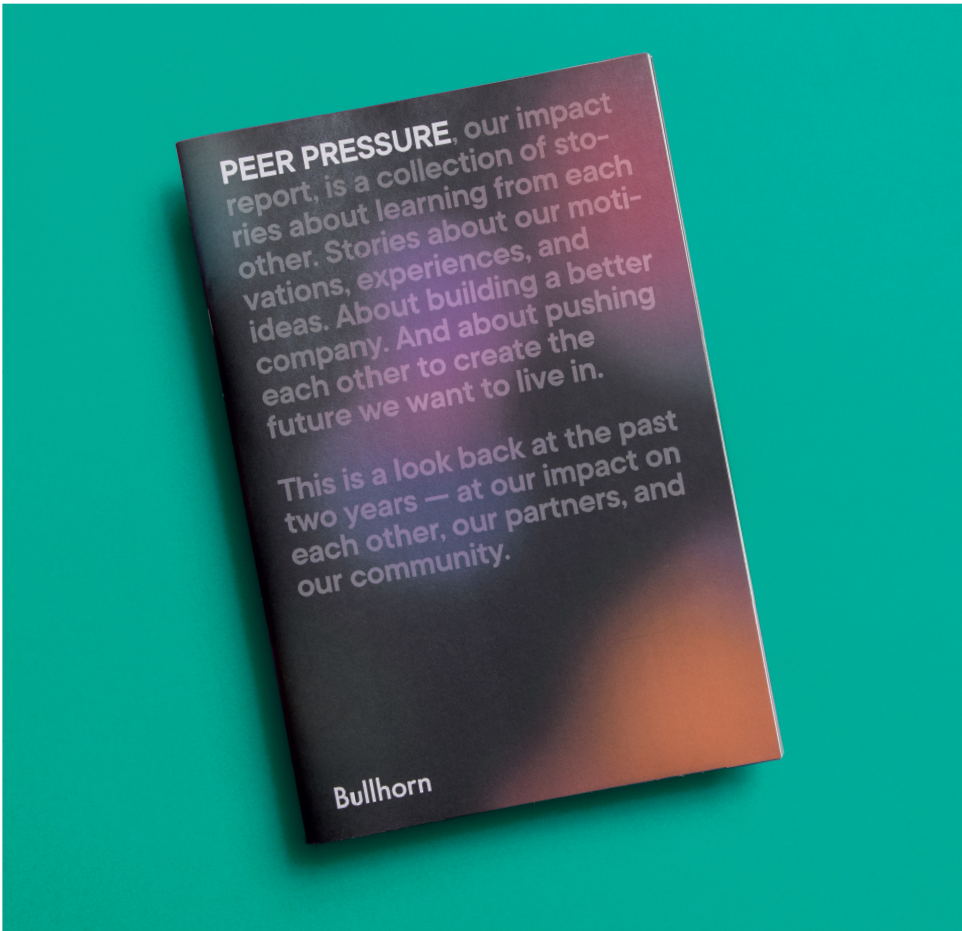
Digital tabloid  
Lookbook  
@aethelofficial  
aethel.com

When Aethel launched their luxury knitwear brand in London, they chose 80gsm paper to showcase the plush texture of the wool they use. A stunning lookbook that emphasises the brand’s focus on quality materials.



“This project was a huge collaborative effort and people were excited to have something tangible.”

Bullhorn



# Refreshing report

Digital mini  
Impact report  
@bullhorncreative  
bullhorncreative.com

Through interviews and stories from clients, Kentucky-based design agency Bullhorn reflects on recent work in this Impact Report. Creative director Adam Kuhn says the newspaper is “a fantastic complement” to the companion website Bullhorn is using to reach out to new clients.



# SPOT THE DIFFERENCE

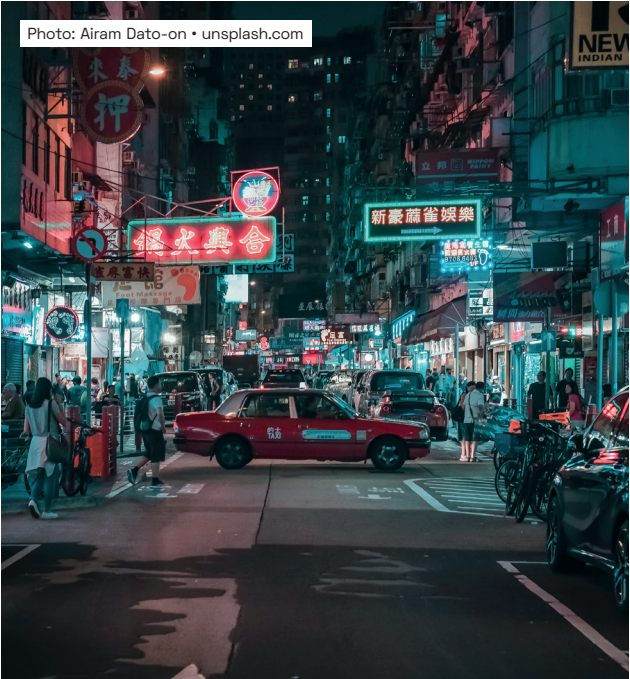
## 80gsm BRIGHT PAPER

Compare print quality and colours across each of our paper types.

55gsm Improved Newsprint

45gsm Salmon Newsprint

80gsm Bright Recycled



LETTERS

65pt

COULD

55pt

FILL IN

45pt

IF YOU USE A

35pt

SMALL POINT SIZE

25pt

ON TOP OF A

20pt

COLOURED BACKGROUND

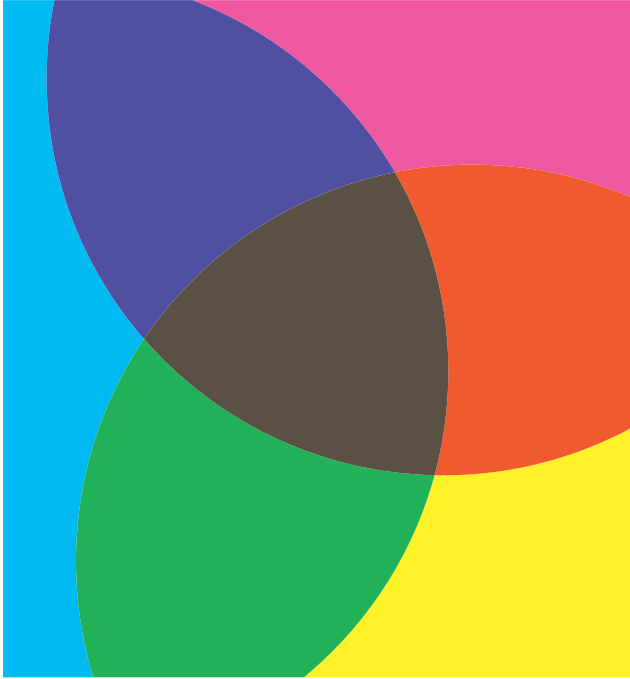
15pt

SO USE A BOLD WEIGHT!

10pt

OTHERWISE IT WON'T BE LEGIBLE IN PRINT.

5pt



|       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| 10%   |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| 20%   |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| 30%   |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| 40%   |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| 50%   |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| 60%   |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| 70%   |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| 80%   |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| 90%   |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| 100%  |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |       |
| C 000 | C 030 | C 100 | C 100 | C 100 | C 050 | C 000 | C 100 | C 080 | C 050 | C 000 | C 000 | C 000 | C 000 | C 000 | C 000 | C 000 | C 000 | C 000 | C 000 |
| M 000 | M 030 | M 000 | M 050 | M 100 | M 100 | M 100 | M 000 | M 000 | M 000 | M 000 | M 025 | M 065 | M 100 | M 100 | M 085 | M 070 | M 030 | M 010 | M 005 |
| Y 000 | Y 030 | Y 000 | Y 000 | Y 000 | Y 000 | Y 000 | Y 100 | Y 080 | Y 100 | Y 100 | Y 100 | Y 100 | Y 100 | Y 100 | Y 100 | Y 090 | Y 050 | Y 050 | Y 010 |
| K 100 | K 100 | K 000 | K 000 | K 000 | K 000 | K 000 | K 050 | K 000 | K 000 | K 000 | K 000 | K 000 | K 000 | K 040 | K 070 | K 040 | K 020 | K 015 | K 025 |