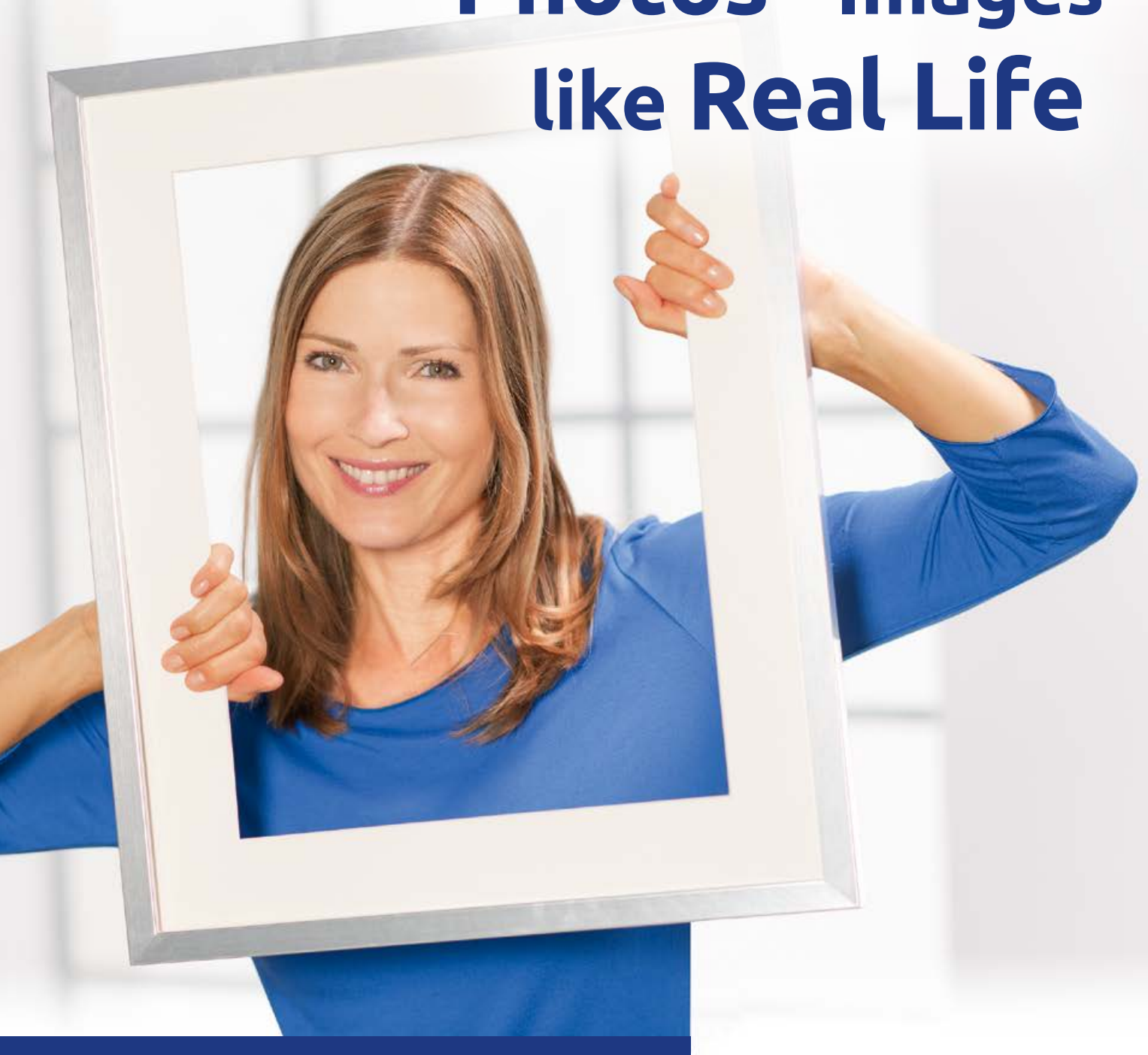# Photos – Images like Real Life

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.**

# PAPER



**Colour Laser Paper**
**P. 88**

## Colour Laser Paper

## INKJET PHOTO PAPER

## INKJET PAPER MATT

## SPECIAL PAPER

## MULTIPURPOSE PAPER

**INKJET PHOTO PAPER**
**P. 92**



**Inkjet Paper Matt**
**P. 96**



**SPECIAL PAPER**
**P. 97**



**MULTIPURPOSE PAPER**
**P. 98**

**AVERY Zweckform**

## PRINTER TECHNOLOGIES

### Colour Laser

Toner is transferred to the paper with electrostatic charges and fixed on the paper with pressure and heat (temperature up to 200 °C).

## INTRODUCTION TO COLOUR LASER PAPER

### Get the best out of your colour laser printer!

Your colour laser printer is a high-tech product.

Therefore you need special materials that are specifically tailored to its high-tech requirements to achieve optimal printing results:  the colour laser paper from Avery Zweckform. Its heat resistance and special surface properties are gentle on sensitive device components and guarantee best print quality.

- Professional: Intensive colours and pin-sharp images
- Reliable: High heat resistance for jam-free printing
- Compatible: suitable for all standard colour laser printers and copier

For best printing results and toner adhesion please note:

1) Choose "cardboard" in the printer settings. Depending on supplier there are different terms: thick paper, labels etc.
2) Always feed via single sheet feeder.

## COLOUR LASER PAPER QUALITY LEVEL

### Which paper substance should you choose?

Usage is the key criteria for selecting the correct substance. Higher substances are generally regarded as higher quality and are suited to high-quality documents in particular. Lower substances are usually perfectly adequate for day-to-day use.

| | ⭐⭐⭐⭐⭐ PREMIUM | ⭐⭐⭐⭐ SUPERIOR | ⭐⭐⭐ CLASSIC |
|---|---|---|---|
| **Substance** | 200 g – 250 g | 120 g – 170 g | 120 g – 150 g |
| Extremely heat resistant | ✓ | ✓ | ✓ |
| Jam-free printing | ✓ | ✓ | ✓ |
| Toner adhesion | ✓ | ✓ | ✓ |
| Special coating | ✓ | ✓ | |
| Extra-strong paper quality | ✓ | ✓ | |
| Colour intensity | ✓ | ✓ | |
| Photo-realistic printouts | ✓ | | |

**Photo Edition**
For professional printouts with high photo content

**Vibrant colours**
Special coating for printouts in vibrant, intense colours

**Extra smooth**
Extra smooth paper quality for optimal toner adhesion

**AVERY Zweckform**

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

*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
- **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.**

## 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 (glossy or matt)
- Extra strong paper quality for particular high quality printouts
- High temperature resistance for smooth, jam-free printing

| Art No. | Format DIN/cm | Substance | Description | Sheet/ Pack | Printers I | L | K | CL |
|---|---|---|---|---|---|---|---|---|
| FSC 2498 | A4 | 250 g | glossy coating on both sides | 100 | | • | • | • |
| FSC 2798 | A4 | 200 g | glossy coating on both sides | 100 | | • | • | • |
| FSC 1398-200 | A4 | 200 g | glossy coating on both sides | 200 | | • | • | • |

## ANNA'S TIP!

Set visual highlights in your presentations.
High-quality Colour Laser Paper shows off graphics, pictures and tables particularly well. The special coating ensures perfect toner adhesion and luminous colours. Also ideal for presentation booklets, documents and sales documents.

FSC = Paper from responsibly managed forests

# 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 (glossy or matt) 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 | Description | Sheet/Pack | Printers I | L | K | CL |
|---------|---------------|-----------|-------------|------------|---|---|---|----|
| 1298 | A4 | 170 g | glossy coating on both sides | 200 | | • | • | • |
| 2598-200 | A4 | 150 g | glossy coating on both sides | 200 | | • | • | • |
| 25983-100 | A3 | 150 g | glossy coating on both sides | 100 | | • | • | • |
| 1198 | A4 | 120 g | glossy coating 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 | Description | Sheet/Pack | Printers I | L | K | CL |
|---------|---------------|-----------|-------------|------------|---|---|---|----|
| 1798-200 | A4 | 150 g | Extra-smooth surface | 200 | | • | • | • |
| 1698 | A4 | 120 g | Extra-smooth surface | 200 | | • | • | • |

**Printer :** I = Inkjet printer    L = Laser printer    K = Copier    CL = Colour laser printer

**AVERY Zweckform®**
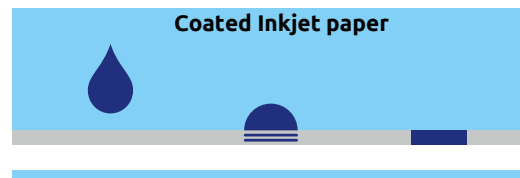
## PRINTER TECHNOLOGY

### Inkjet printer

Ink drops are fired towards the paper surface. Quick drying time and high ink absorption of the coating is key in producing excellent print results.
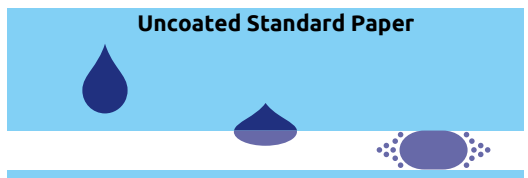
## PAPER COATING FOR INKJET PRINTERS

Special inkjet paper has a particularly good ink absorption capacity. The special surface coating binds the ink with precision and guarantees quick drying. This enables managed ink application for excellent colour printouts with sharp contours – unlike Uncoated paper where ink usually runs uncontrollably.

**Coated paper**

**Uncoated paper**

**Coated Inkjet paper**

**Uncoated Standard Paper**

**Precision ink application**

**Uncontrolled ink application**

**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

### What does "instant dry and smudge free" mean?

All inkjet paper and inkjet photo-paper from Avery Zweckform is immediately dry and wipe-able after being printed, i.e. the colours are embedded in the coating and the paper can be removed from the printer without any smudging. You should wait a few hours before using the paper again however, such as when inserting it into transparent sleeves or sticking it into a photo album – this is because the water contained in the ink must fully evaporate first.

### Important to know when printing and processing

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

Insert the paper in such a way that the coated side is printed on. That might vary in the different models. Select the correct material in the printer menu, depending on the manufacturer the terms are different.

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

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

## INKJET PAPER QUALITY LEVELS

### Which paper substance should you use?

Usage is the key criteria for selecting the correct substance. Higher substances are generally re-garded as higher quality and are suited to high-quality documents in particular. Lower substances are usually perfectly adequate for day-to-day use.

| INKJET PHOTO PAPER | ★★★★★ PREMIUM | ★★★★ SUPERIOR | ★★★ CLASSIC |
|---|---|---|---|
| Substance | 250 g – 300 g | 200 g – 230 g | 90 g – 180 g |
| Instant dry | ✓ | ✓ | ✓ |
| Smudge-free | ✓ | ✓ | ✓ |
| Excellent colour definition | ✓ | ✓ | |
| Long-term colour protection | ✓ | ✓ | |
| Depth of field | ✓ | | |
| Waterproof | ✓ | | |
| **Resolution up to** | **9600 dpi** | **5760 dpi** | **5760 dpi** |

Avery Zweckform photo paper was especially developed for application on all standard inkjet printers.

| INKJET PAPER MATT | ★★★★ SUPERIOR | ★★★ CLASSIC |
|---|---|---|
| Substance | 150 g – 200 g | 90 g – 120 g |
| Instant dry | ✓ | ✓ |
| Smudge-free | ✓ | ✓ |
| Good colour rendering | ✓ | ✓ |
| Printouts rich in contrast | ✓ | ✓ |
| Extra-strong paper quality | ✓ | |
| **Resolution up to** | **5760 dpi** | **5760 dpi** |

**HD**
Special high-tech coating for photos in High Definition up to 9.600 dpi

**Instant dry**
Instant dry and smudge free with effective drying formula

**Brilliant colours**
The special glossy coating ensures bril-liant colours and expressive photos with strong contrasts

**Extra strong**
Extra strong paper quality for par-ticular high quality printouts

The ColorLok® technology is based on special additives that evidently improve the quality of the documents during the printing process and enable a faster dry-ing period.

Products with the EU EcoLabel are more environmentally-friendly than others. The EU EcoLabel is awarded by the European Union.

**AVERY Zweckform**

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

*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 | Description | Sheet/Pack | Printers I L K CL |
|---|---|---|---|---|---|---|
| FSC | 2482-20 | A4 | 300 g | glossy | 40 | • |
| FSC | C2553-40 | 10 x 15 | 300 g | glossy | 40 | • |
| | 2480-10 | A3 | 250 g | glossy | 10 | • |
| FSC | 2556-20 | A4 | 250 g | glossy | 20 | • |
| FSC | 2739 (Big Pack) | A4 | 250 g | glossy | 40 | • |
| FSC | C2550-50 | 10 x 15 | 250 g | glossy | 50 | • |
| FSC | 2559-20 | A4 | 250 g | silk matt | 20 | • |
| FSC | C2552-50 | 10 x 15 | 250 g | silk matt | 50 | • |

**Excellent photo print quality – as many test victories prove:**

FOTO·VIDEO CHIP TESTSIEGER 05/04  
PC PROFESSIONELL EMPFEHLUNG DER REDAKTION Ausgabe 9/03 Premium Glossy  
COLORFOTO TESTSIEGER 3/2009

FSC = Paper from responsibly managed forests

## 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

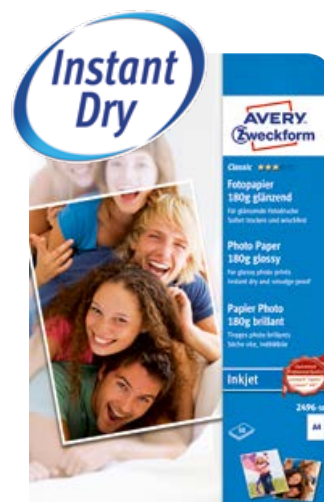| Art No. | Format DIN/cm | Substance | Description | Sheet/Pack | Printers I  L  K  CL |
|---------|---------------|-----------|-------------|------------|----------------------|
| 2495-20 | A4 | 230 g | glossy | 20 | • |
| 2497-40 (Big Pack) | A4 | 230 g | glossy | 40 | • |
| C2495-45R | 13 x 18 | 230 g | glossy | 45 | • |
| C2497-50 | 10 x 15 | 230 g | glossy | 50 | • |
| C2495-100 (Big Pack) | 10 x 15 | 230 g | glossy | 100 | • |
| 2586-15 | A3 | 200 g | glossy | 15 | • |
| 2569 | A4 | 200 g | glossy | 25 | • |
| 2572-50 (Big Pack) | A4 | 200 g | glossy | 50 | • |
| 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 | Description | Sheet/Pack | Printers I  L  K  CL |
|---|---------|---------------|-----------|-------------|------------|----------------------|
| | 2496-50 | A4 | 180 g | Glossy | 50 | • |
| | 2496 | A4 | 180 g | Glossy | 100 | • |
| FSC | 2570 | A4 | 180 g | Glossy, coated on both sides | 10 | • |
| | C2570-100 (Big Pack) | 10 x 15 | 180 g | Glossy | 100 | • |
| | C2522-60 | 10 x 15 | 180 g | Glossy | 60 | • |
| FSC | 2743-40 | A4 | 170 g | silk matt | 40 | • |
| FSC | C2743-50 | 10 x 15 | 170 g | silk matt | 50 | • |
| | 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 | • |

**Printer :** I = Inkjet printer     L = Laser printer     K = Copier     CL = Colour laser printer

**AVERY Zweckform**

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

*Guaranteed Professional Quality Lexmark® Epson® Canon® HP®*

- **Superior** ★★★★ or 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 | Description | Sheet/Pack | Printers I L K CL |
|---|---|---|---|---|---|
| 2581 | A4 | 200 g | matt coating on both sides | 25 | • |
| 2589-50 | A3 | 170 g | matt coating on both sides | 50 | • |
| 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 | Description | Sheet/Pack | Printers I L K CL |
|---|---|---|---|---|---|
| 2594-100 | A3 | 120 g | matt coating | 100 | • |
| 2576-150 | A4 | 120 g | matt coating | 150 | • |
| 2596-50 | A4 | 120 g | matt coating | 50 | • |
| 2585-150 | A4 | 100 g | matt coating on both sides | 150 | • |
| 2577-150 | A4 | 90 g | matt coating | 150 | • |

FSC = Paper from responsibly managed forests

## INKJET 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 | Description | Sheet/ Pack | Printers I  L  K  CL |
|---------|---------------|-----------|-------------|-------------|----------------------|
| FSC **2788** | A4 | 100 g | satin finish on both sides | 200 | • |

# ANNA'S TIP!

In your **application**, you must pay attention to a clearly defined layout with a clearly legible type face. Limit your application to a maximum of two pages and avoid double-sided printing of documents. Before sending, check that your application documents are complete.

## 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 | Description | Sheet/ Pack | Printers I  L  K  CL |
|---------|---------------|-----------|-------------|-------------|----------------------|
| FSC **2789-40** | A4 | 180 g | glossy on both sides | 40 | • |
| FSC **2790-100** | A4 | 170 g | glossy on both sides | 100 | •  •  • |

**Printer :** I = Inkjet printer    L = Laser printer    K = Copier    CL = Colour laser printer
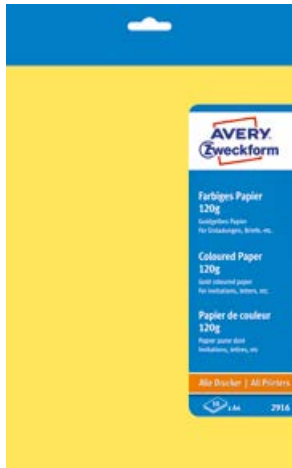
**AVERY Zweckform**

## 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 | Description | Sheet/ Pack | Printers I L K CL |
|---|---|---|---|---|---|---|
| ❶ | 2915 | A4 | 120 g | cream | 50 | • • • • |
| ❷ | 2929-100 | A4 | 120 g | light blue, lemon, mint, rosé, lilac | 100 (20 each colour) | • • • • |

| ❶ | CREAM |
|---|---|

| ❷ | 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 | Description | Sheet/ Pack | Printers 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 |
|---|---|

FSC = Paper from responsibly managed forests

## PRINTER PAPER

- Products with the EU EcoLabel are more environmentally-friendly than others. The EU EcoLabel is awarded by the European Union.
- 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.
- Multipurpose paper for the daily use
- Ideal for the versatile application in the office and at home
- High-quality paper for jam-free printing
- For reliably good printing results

| Art No. | Format DIN/cm | Substance | Description | ColorLok® | EU EcoLabel | Sheet/Pack | Printers I L K CL |
|---|---|---|---|---|---|---|---|
| 2562 | A4 | 100 g | Bright white, opaque, silk matt | • | • | 500 | • • • |
| 2566 | A4 | 100 g | Bright white, opaque, silk matt | • | • | 500 | • |
| 2563 | A4 | 90 g | Intense white, opaque | • | • | 500 | • • • • |
| 2574 | A4 | 80 g | White | • | • | 500 | • • • • |
| 2575 | A4 | 80 g | White | | • | 500 | • • • • |

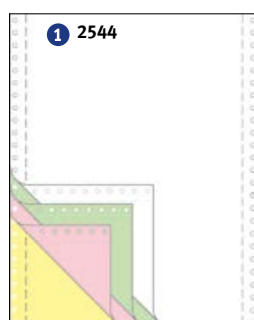## LISTING PAPER

**Continuous paper for matrix printer:**
- Perforation lengthwise and filing holes
- Available as carbon paper set with 4 layers

| Art No. | Format inch/mm | Description | Variant | Sheet/Pack |
|---|---|---|---|---|
| **Computer paper, 12", wood-free** | | | | |
| ① 2544 | 12" x 240 mm | 4-layer, 52 g, self-duplicating, white, green, pink, yellow, blank | AHL/LP | 500 |

LP= perforation lengthwise    AHL= filing holes

perforation lengthwise

① 2544

**Printer :** I = Inkjet printer    L = Laser printer    K = Copier    CL = Colour laser printer