



# Influence®

Web



## A recognized leader in its category.

An excellent option for all types of end uses, **Influence®** offers the highest quality coated freesheet in a No. 3 web paper. Heavy basis weights deliver the printability and appearance expected of a higher grade paper, lighter weights are ideal for postage sensitive applications, and cover weights provide flexibility for direct mail uses.

### Attributes:

- Enhanced optical properties produce truer, more vibrant image reproduction
- Excellent surface gloss and smoothness deliver outstanding ink holdout, ink lay, ink gloss and surface consistency
- Unparalleled pressroom performance and printability
- Variety of basis weights and finishes
- CoC certification and recycled options available

### Applications:

- Commercial print applications
- Covers and text for magazines and catalogs
- Direct mail
- Custom publishing

### Influence® Specifications:

Grade	Basis Wt	GSM	Brightness	Gloss	Opacity
Gloss Offset	45	67	86	70	89.5
	50	74	86	70	90.5
	55°	81	86	70	91
	60	89	88	70	92
	70	104	88	70	93
	80	118	88	70	94
	90°	133	88	70	94.5
Gloss Offset Cover	100	148	88	70	96
	65°	176	88	70	96
	80 (7pt)	216	88	70	98
Soft-Gloss Offset	100 (9pt) <sup>a</sup>	271	88	70	99
	45	67	86	35	89.5
	50	74	86	35	90.5
	55°	81	86	35	91
	60	89	88	35	92
	70	104	88	35	94
80	118	88	35	95	
100	148	88	35	96	

### Influence® Specifications:

Grade	Basis Wt	GSM	Brightness	Gloss	Opacity
Matte Offset	45	67	86	25	91
	50	74	86	25	91
	60	89	88	25	92
	70	104	88	25	93
	80	118	88	25	95
Matte Offset Cover	100	148	88	25	96
	65 (7pt) <sup>a</sup>	119	88	25	98
	80 (9pt)	146	88	25	98
Matte Offset Reply Card	107 (7pt)	158	88	20	97
	134 (9pt)	198	88	20	98
Gloss Gravure	60°	89	88	76	92

Verso manufactures to basis weight, not to specific bulk standards. Noted 7 pt. and 9 pt. minimum calipers are guaranteed for postal applications. If you require additional caliper information, please contact your Verso representative.

<sup>a</sup>Non-standard making item. Requires trim and order minimums.

For additional information, contact your Verso representative.



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Verso Corporation is a leading North American producer of printing papers, specialty papers and pulp. Our printing papers are used primarily in commercial printing, media and marketing applications, including magazines, catalogs, books, direct mail, corporate collateral and retail inserts. Our specialty papers are used primarily in label and converting, flexible packaging and technical paper applications. Headquartered in Memphis, Tennessee, with a business center in Miamisburg, Ohio, Verso operates eight mills strategically located in Kentucky, Maine, Maryland, Michigan, Minnesota and Wisconsin, with a total annual production capacity of approximately 3.6 million tons of paper.