



GREENGRAF^X

Sustainable Photo Paper

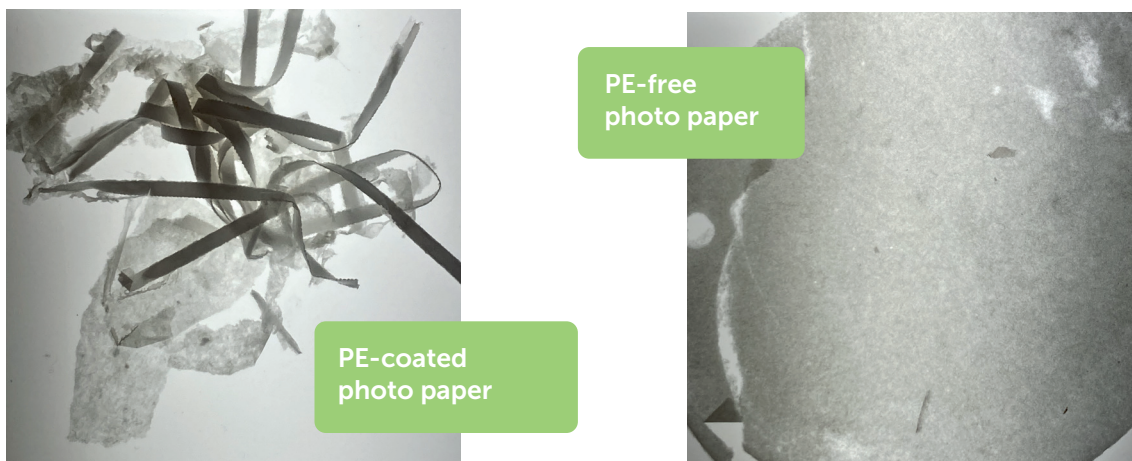


GREENGRAF X – Picture the world without plastic

Perfect moments that are captured in photographs as a memento. Art that not only beautifies a home or rooms in public buildings such as surgeries, hotels or restaurants, but also creates a feel-good atmosphere. Modern trade fair stands, events or sales rooms that attract prospective customers with effective advertising posters and wall decorations. Photo and poster papers are needed for all these applications. They bring out the best in every motif and turn pictures into real eye-catchers.

And if necessary, they can be replaced quickly and easily. However, it is precisely this property, which is so appreciated by many, that creates an environmental problem: a large amount of non-recyclable plastic waste. Plastic accompanies us everywhere in our everyday lives, even where we wouldn't expect it at first glance - for example in photo papers. Did you know that all conventional photo papers are coated with plastic and therefore must not be disposed of in the waste paper cycle? The coating contains polyethylene (PE) and this can not be separated from the paper base.

If photographic paper is dissolved in a water suspension, this phenomenon becomes very clear: the PE-coated photo paper cannot disintegrate into its original components. The plastic it contains creates a 'spaghetti' shape. In contrast, PE-free photo paper immediately begins to form a homogeneous new layer of paper.



The global photo paper market today consists of around 50 million square metres. On average, 45 g of polyethylene is used for 1 square metre of photo paper. A simple extrapolation can be used to determine an annual consumption of 2,250 tonnes of non-recyclable PE in the photographic paper industry. For comparison: this is equivalent to the weight of 3,000 African elephants.

What does this mean? We have a long-term environmental problem with classic photo paper that is largely unknown to the end consumer.

With our **GreenGrafX Photo Paper**, we have developed an innovative solution to this problem. It is the first fully recyclable photo paper on the market that can replace PE-coated material 1:1. Same quality, same colour brilliance, same gloss - but much less plastic, so that it is certified according to the PTS RH 021/97 Category II method commonly used in the recycling environment.

Our secret is the finishing with a special barrier and the microporous coating, which replaces the PE film but retains its important properties for photo printing. Less plastic, more sustainability: that's our promise.

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**PRINT.
IMPRESS.
RECYCLE.
REPEAT.**

SPECIAL ADVANTAGES:

- Less plastic thanks to special barrier and microporous coating
- Environmentally friendly 1:1 replacement for PE-coated photo and poster papers
- Made in Germany
- Optimised for water-based inks
- Good flatness even with high ink application
- Fast drying
- Excellent colour reproduction and high colour gamut
- Can be creased & folded easily
- Suitable for indoor photo and poster applications as well as for photo greeting cards and table displays

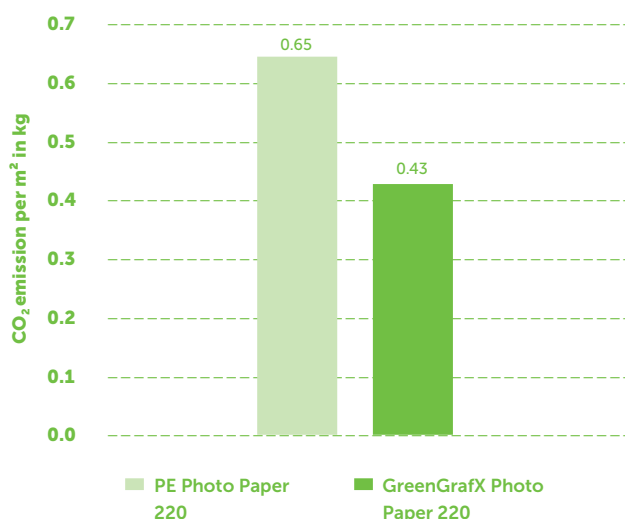
ENVIRONMENTAL BENEFITS:



- FSC®-certified paper
- 34% less CO₂ emission
- 26% less fossil resources
- 58% less water
- 100% recyclable

¹Cradle-to-grave LCA according to ISO 14040/44. The calculation was carried out using the 'LCA for Experts' software and MLC data according to EF 3.1. The results are indicative and have not been validated by third parties.

CO₂ emissions GreenGrafX Photo Paper and PE-coated photo paper



GreenGrafX Photo Paper is available in satin and glossy versions:

	Product number	Surface	Weight g/m ²	Thickness µm	Opacity %	Dimensions (width x length, core)
GreenGrafX Photo Paper 220 satin	3616	satin	220	230	> 95	<ul style="list-style-type: none"> • 61 cm x 30 m, 3" • 91.4 cm x 30 m, 3" • 106.7 cm x 30 m, 3" • 152.4 cm x 30 m, 3"
GreenGrafX Photo Paper 220 glossy	3617	glossy	220	230	> 95	<ul style="list-style-type: none"> • 61 cm x 30 m, 3" • 91.4 cm x 30 m, 3" • 106.7 cm x 30 m, 3" • 152.4 cm x 30 m, 3"

All values are average values.



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