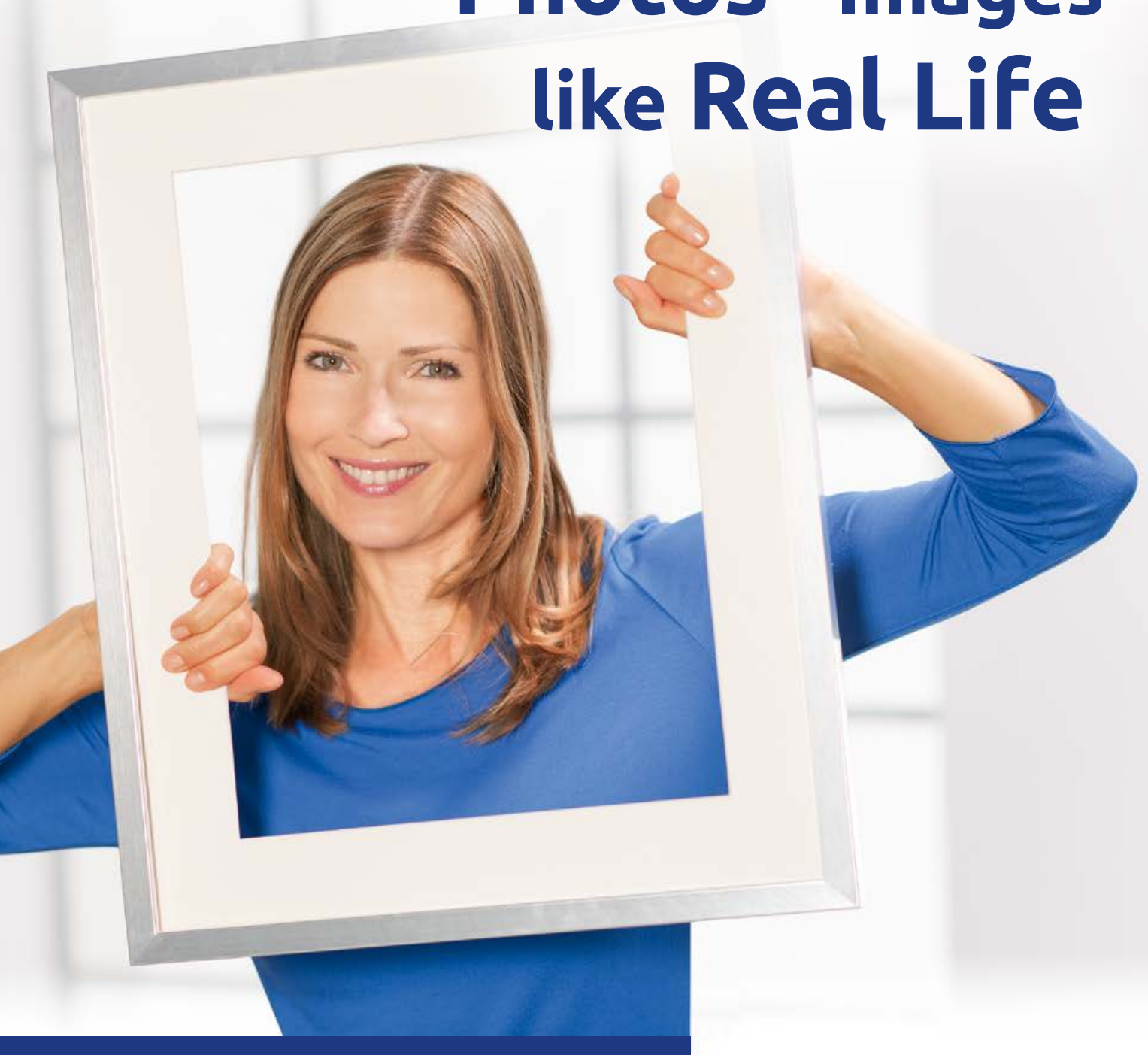


Photos - Images like Real Life



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.**

EVERY[®]
Zweckform

PAPER

Colour Laser Paper

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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 200 g – 250 g	★★★★★ SUPERIOR 120 g – 170 g	★★★ CLASSIC 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

PAPER

COLOUR LASER PAPER



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



- **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
2498	A4	250 g	glossy coating on both sides	100	• • •
2798	A4	200 g	glossy coating on both sides	100	• • •
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.



= 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 TECHNOLOGY

Inkjet printer

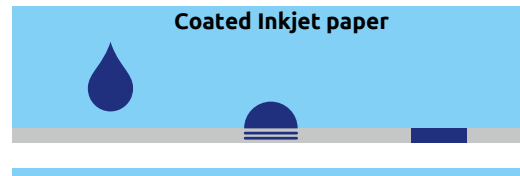


Ink drops are fired towards the paper surface. Quick drying time and high ink absorption of the coating is key in producing excellent print results.

PAPER COATING FOR INKJET PRINTERS

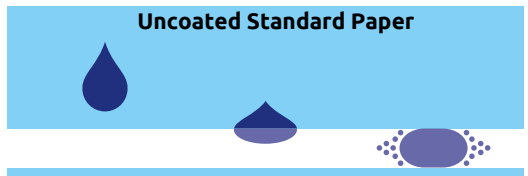
Special inkjet paper has a particularly good ink absorption capacity. The special surface coating binds the ink with precision and guarantees quick drying. This enables managed ink application for excellent colour printouts with sharp contours – unlike Uncoated paper where ink usually runs uncontrollably.

Coated paper



Precision ink application

Uncoated paper



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

The 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 regarded 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 brilliant colours and expressive photos with strong contrasts



Extra strong
Extra strong paper quality for particular 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 drying period.



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

PAPER

INKJET PHOTO PAPER



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



- **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
2482-20	A4	300 g	glossy	40	•
C2553-40	10 x 15	300 g	glossy	40	•
2480-10	A3	250 g	glossy	10	•
2556-20	A4	250 g	glossy	20	•
2739 (BIG PACK)	A4	250 g	glossy	40	•
C2550-50	10 x 15	250 g	glossy	50	•
2559-20	A4	250 g	silk matt	20	•
C2552-50	10 x 15	250 g	silk matt	50	•

Excellent photo print
quality – as many test
victories prove:



= 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	•			



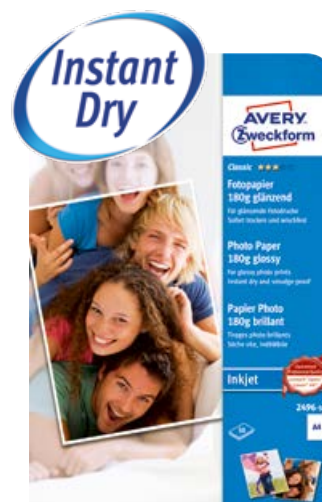
CLASSIC INKJET PHOTO PAPER



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	•			
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	•			
2743-40	A4	170 g	silk matt	40	•			
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

PAPER

INKJET PAPER MATT



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



- **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	•



= 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
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
2789-40	A4	180 g	glossy on both sides	40	•
2790-100	A4	170 g	glossy on both sides	100	• • •



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