

# GENESIS

Genesis is one of the most environmentally conscious premium uncoated papers in the industry. Bold and versatile, the Genesis palette of 2 Whites, 2 Creams, 8 warm and earthy accent colors and 5 rich, saturated deep colors inspire originality and endless design opportunities. The Genesis palette now includes FSC certified offerings as well as several of the most popular colors from our classic Benefit line.

## PRODUCT FEATURES:

- Natural wood flecks and fibers add bold character to the line.
- Offers a contemporary color palette with visual texture; including soft whites, warm neutrals and new deeps.
- Genesis is manufactured with 100% - 30% post-consumer waste.
- Full and complete offering:
  - (9) basis weights - writing, text and cover
  - (5) standard sizes
  - (4) distinct finishes - smooth, felt, vellum, and vertical
- 24lb writing is guaranteed for laser, inkjet and copier applications.
- Genesis is acid-free, lignin-free, process chlorine free (PCF), and archival.
- Cut-size is available in writing, text and cover basis weights, perfect for business collateral.
- Matching envelopes are available from National Envelope Company.
- Genesis performs in all finishing applications including: embossing/debossing, die-cutting and foil stamping.
- Competitors include Neenah Environment, Fox River Evergreen, and Domtar Sandpiper.
- Genesis is ideal for:
  - Annual Reports
  - Invitations
  - Stationery
  - Brochures
  - Packaging
  - Craft and Hobby
  - Clothing
  - Greeting
  - Pocket
  - Hang Tags
  - Cards
  - Folders

## SPECIFICATIONS:

FINISH	BASIS WEIGHT	GSM	CALIPER
Smooth	24lb Writing	90	4.8
Smooth	70lb Text	104	5.9
Vellum	80lb Text	118	6.8
Vellum	100lb Text	148	9.0
Vellum	80lb Cover	216	13.1
Vellum	110lb Cover DT	298	18.0
Vellum	160lb Cover DT	432	26.2
SPS™	70lb Text	104	4.2
SPS™	80lb Text	118	4.6
SPS™	100lb Text	148	6.1
SPS™	80lb Cover	216	9.0
SPS™	100lb Cover	270	11.7
Vertical	80lb Text	118	6.8
Vertical	80lb Cover	216	11.4
Vertical	100lb Cover	270	14.3
Felt	90lb Cover	243	16.0

## APPROVED PRINT PROCESSES:

- Heat-set Web Offset
  - Inkjet and Laser
  - Thermography
  - Letterpress
  - Engraving
  - Screen Printing
  - Sheet-fed Conventional Offset
  - Sheet-fed UV Offset
  - Xerography
  - Foil Stamping
- Standard converting operations: trim/die-cut, score/fold, emboss/deboss, commercial binding