

Fact Sheet



Reflex Ultra White

 **500**
sheet ream

 **80**
gsm weight

 **A4/A3**
sheet size

 **160**
whiteness

 **ACID FREE**

 **AUSTRALIAN MADE**

Australian's favourite office paper is now available in Ultra White. Whiter and brighter than ever before.

In December 2008 Australian Paper completed a \$350 million pulp mill investment at Maryvale in Victoria; Australia's largest pulp and paper manufacturing facility. This new ECF pulp mill delivers significant environmental and quality improvements and from early 2009, Australia's favourite office paper brand was relaunched as Reflex Ultra White.

New Reflex Ultra White is whiter and brighter than ever before, generating vivid colour images for work with even greater impact. Each production run of Reflex Ultra White is carefully monitored for consistency to deliver the same level of whiteness every time. Reflex Ultra White is Australian made, certified by the international Forest Stewardship Council (FSC) and guaranteed to perform in all printers and copiers.*

ABOUT REFLEX

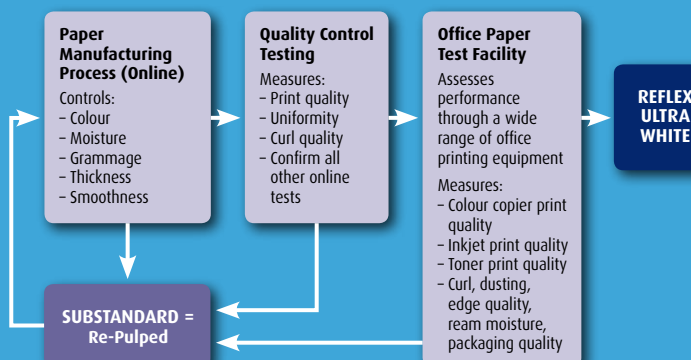
Reflex is the most popular office paper brand in Australia. Its quality and reliability are guaranteed in all office equipment,* and its environmental credentials are of a similarly high standard.

AUSTRALIAN PAPER – A MAJOR INNOVATOR

With an increasing global interest in environmental issues in recent years, including waste reduction and recycling and greenhouse gas reduction, Australian Paper has responded with innovative new products. Following feedback from key customers, Australian Paper developed Reflex 50% Recycled, Reflex 100% Recycled and Reflex Laser Carbon Neutral to provide office paper buyers with a range of environmental choices.

For more information on Reflex or Australian Paper, please visit www.reflex.com.au or www.australianpaper.com.au

Reflex Ultra White Guarantee Testing Process



www.reflex.com.au

Reflex Ultra White

Mill

Maryvale Mill, Victoria, Australia

Certification

The pulp and paper mill has the following certifications:

- Quality System AS/NZ ISO 9001:2000
- Environmental System AS/NZ ISO 14001:2004
- OH&S AS/NZS 4801:2001
- FSC Chain of Custody

Materials

The major components of Reflex Ultra White are Bleached Kraft short and long fibre, filler (calcium carbonate) and starch.

Product Technical Info

The table below displays typical values.

Test climate: Rapid Conditioned @ 50% RH, 23°C.

	Unit	Typical Values	Method based on
Physical Properties			
Nominal Grammage	g/m ²	80	AS 1301.405s
Moisture	%	4.5	AS 1301.457s
Thickness (Bulking)	µm	104	AS 1301.426s
Roughness (Bendtsen)	ml/min	TS 120 BS 140	AS 1301.439s
Porosity (Bendtsen)	ml/min	1450	AS 1301.440s
Cobb 1min (multisheet)	g/m ²	25	AS 1301.411s
Wax Pick	number	18	Tappi 459
Visual Properties			
Opacity	%	90.8	AS 1301.454s
CIE Whiteness (UV inc)	D65/10°	160	ISO 11475
Fluorescence (Δ Brightness)	D65/10°	25.5	ISO 11475
Colour L* (UV Exc)	D65/10°	93.4	AS 1301.455s
Colour a* (UV Exc)	D65/10°	-0.4	AS 1301.455s
Colour b* (UV Exc)	D65/10°	-1.5	AS 1301.455s
Dirt Frequency	eba ppm	1.6	Tappi 563

TS = Top side
BS = Bottom side

REFLEX ULTRA WHITE FEATURES

- Whiter and brighter than ever before
- Available in A4, A3 & A5 – 80gsm
- Meets the requirements of the International Standard for Permanent Papers (ISO9706)
- Both lignin and acid free
- 100% guaranteed for all printers, faxes & copiers*
- Reflex Ultra White A4 is FSC Chain of Custody Certified

AUSTRALIAN PAPER'S MARYVALE MILL

Australia's largest integrated paper-making complex, Maryvale Mill can produce more than 500,000 tonnes of paper every year. It is also an industry leader in environmental sustainability – it recycles large amounts of water, uses waste products as energy sources, and has reduced both its carbon emissions and raw water usage.



*If the purchaser is not completely satisfied with the contents of a purchased pack of Reflex 50% Recycled, they can call the Reflex Hotline in Australia on 1800 REFLEX or NZ on 0800 80 7335 for a replacement. Limited to Australia and New Zealand only.



www.reflex.com.au