

N
NEENAH

**IMAGE
MAX**

NATURALLY RESPONSIBLE

100% PAPER-BASED

100% RECYCLABLE

NEENAH IMAGEMAX[®] SIGNAGE

THIS SUSTAINABLE,
PVC-FREE SUBSTRATE IS
SUITABLE FOR NEARLY ALL
STYRENE APPLICATIONS.

HANGING SIGNAGE

POP (POINT OF PURCHASE)

POS (POINT OF SALE)

SHELF TALKERS

DIRECTIONAL SIGNAGE

**PVC
FREE**

ALTERNATIVE
TO STYRENE

100%

PAPER-BASED
AND BLUE BIN
RECYCLABLE

**STATIC
FREE**

94

BRIGHTNESS

**CREASING
& FOLDING
OPTIONS**



NEENAH IMAGEMAX® SIGNAGE

An environmentally preferred 100% paper-based, 100% recyclable alternative to styrene. Features include:

- PVC-Free
- 100% paper-based
- 100% blue bin recyclable
- FSC® certified
- Green-e® certified
- SmartWay® certified

Smooth coated substrate specifically engineered to deliver exceptional printing results:

- UV
- Latex
- UV-Gel
- Screen

Benefits vs. Styrene:

- Static-free for smoother, faster printing and minimized nozzle drop-out
- Up to 20% lighter equals more savings on shipping
- 94% brightness for clearer, longer-lasting image reproduction that won't yellow over time
- Dead white for double-sided printing
- Ink absorption allows for exemplary printing without banding
- Faster cut times for improved production efficiency.
- No fingerprints – paper-based composition does not capture oils

Stocking Guide

| Caliper | Item Number | Color | Brightness | Finish | Sheet/Roll Size (inches/feet) | Sheet/Roll Size (cm/meters) | Unit of Measure | Sheets/Rolls per Skid | Lbs per Sheet/Roll | gsm | Microns |
|---------|-------------|--------------|------------|--------|-------------------------------|-----------------------------|-----------------|-----------------------|--------------------|---------|-------------|
| .010" | 65531 | Bright White | 94 | Silk | 50" x 100" | 127cm x 254cm | Skid | 500 Sheets | 1.75 | 246 gsm | 254 microns |
| .010" | 65600 | Bright White | 94 | Silk | 48" x 96" | 122cm x 243cm | Skid | 500 Sheets | 1.61 | 246 gsm | 254 microns |
| .010" | 65532 | Bright White | 94 | Silk | 50" x 300' | 127cm x 91m | Roll* | 25 Rolls | 63.00 | 246 gsm | 254 microns |
| .015" | 65601 | Bright White | 94 | Silk | 50" x 100" | 127cm x 254cm | Skid | 500 Sheets | 2.33 | 381 gsm | 356 microns |
| .015" | 65602 | Bright White | 94 | Silk | 48" x 96" | 122cm x 243cm | Skid | 500 Sheets | 2.14 | 381 gsm | 356 microns |
| .020" | 65605 | Bright White | 94 | Silk | 50" x 100" | 127cm x 254cm | Skid | 500 Sheets | 3.23 | 454 gsm | 457 microns |
| .020" | 65606 | Bright White | 94 | Silk | 48" x 96" | 122cm x 243cm | Skid | 500 Sheets | 2.98 | 454 gsm | 457 microns |
| .030" | 65535 | Bright White | 94 | Silk | 50" x 100" | 127cm x 254cm | Skid | 250 Sheets | 4.88 | 687 gsm | 711 microns |
| .030" | 65536 | Bright White | 94 | Silk | 48" x 96" | 122cm x 243cm | Skid | 250 Sheets | 4.50 | 687 gsm | 711 microns |
| .040" | 65607 | Bright White | 94 | Silk | 50" x 100" | 127cm x 254cm | Skid | 250 Sheets | 6.23 | 876 gsm | 965 microns |
| .040" | 65608 | Bright White | 94 | Silk | 48" x 96" | 122cm x 243cm | Skid | 250 Sheets | 5.74 | 876 gsm | 965 microns |

*Item 65532 (.010" only) comes in roll form. One roll can be ordered individually or 25 rolls/skid.



WHY CHOOSE NEENAH IMAGEMAX® INSTEAD OF STYRENE?

Recycling paper keeps waste out of landfills in the U.S., **66% OF PAPER** is recovered to be recycled vs. only **8% OF STYRENE**.**

When compared to using Styrene wide format signage, NEENAH IMAGEMAX® paper-based wide format sheets result in less impact to the environment. In fact, selecting NEENAH IMAGEMAX® products result in:

 **79% SMALLER CARBON FOOTPRINT****

 **60% LOWER ENERGY FOOTPRINT****

 **38% LESS WATER USAGE****

 **28% LESS SOLID WASTE GENERATION****

 **88% LESS FOSSIL RESOURCE DEPLETION****

**Comparative Life Cycle Assessment of NEENAH IMAGEMAX® versus Styrene Wide Format Sheets. 2020. Aspire Sustainability. These percentages are "up to" those values (depending on the caliper).

NEENAH IMAGEMAX® Signage
Green Attributes



U.S. EPA SmartWay Transport Partnership ensures environmentally-responsible delivery of our products.

www.neenahpaper.com/wideformat

Production Notes: Production mode, unidirectional mode with 60% LED curing on leading and trailing lamps. Front cover: Inline white ink added for protection from handling.

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NEENAH IMAGEMAX® Signage **BRIGHT WHITE .040*** (876 gsm / 965 microns) | Silk | FSC® certified
UV Printed on the Agfa Jeti Tauro H3300 LED



The mark of responsible forestry

Please look for FSC® certified products