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## Port Hawkesbury's supercalendered paper: A versatile, high-quality and cost-effective option for publishers, catalogs and commercial printers

As every commercial printer knows, papers are tailored to specific needs and preferences, and they run the gamut from super high-end coated stock to newsprint. Port Hawkesbury Paper offers a supercalendered paper that is a versatile and cost-effective option with unique properties that make it an attractive choice for a wide range of applications.

Our supercalendered paper, often referred to as SC paper, is a lightweight, high-quality paper that is known for its smooth and glossy finish. Its production process involves several stages common to all papermaking, yet goes one step further.

Calendering—the most distinctive step in the production process—involves feeding the uncoated paper through a series of alternating steel and fiber-covered rollers called calenders. The paper is pressed between these rollers under a combination of heat and high pressure, resulting in a smooth and glossy surface. Usually, glossy surfaces on coated papers are created with a combination of a clay coating applied to the base sheet along with the calendering process, making them more expensive to produce. The [calendering process](#) also reduces the paper's thickness and increases its density.

### Port Hawkesbury Paper's unique attributes make our supercalendered paper options suitable for a variety of applications.

**Magazines and Catalogs.** The glossy finish enhances the visual appeal of magazines and catalogs, making images and colors pop off the page, while keeping costs down.

**Coupons and Flyers.** Our paper's smooth surface allows for sharp text and vibrant graphics, making it a great choice for promotional materials.



Port Hawkesbury's supercalendered paper stands as a versatile and cost-effective option for commercial printers seeking to produce high-quality materials without breaking the bank.



**PORT HAWKESBURY PAPER**

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**Inserts.** The lightweight nature of our supercalendered paper makes it ideal for inserts, ensuring that the final product looks great without excessive postal weight or expense.

**Advertisements.** The glossy appearance captures attention and conveys a sense of professionalism, making it ideal for advertising materials.

**Specialty Printing and Packaging.** Because of its quality printing and lighter basis weights, our SC paper is often used for gift wrap, single-use bags like pharmacy bags, or paper to be laminated to a backing for packaging applications.

### **The cost and quality benefits of using Port Hawkesbury's supercalendered paper cannot be overstated.**

**Cost-Efficiency.** Port Hawkesbury's SC paper is often more affordable compared to coated papers, making it an excellent choice for large print runs without compromising quality. You can increase the PPI (pages per inch) because of our thinner (non-coated) substrate which can result in significant paper cost savings.

**Print Quality.** Its smooth surface allows for excellent print quality, ensuring that text and images are sharp and vibrant.

**Efficient Production.** Port Hawkesbury's supercalendered paper's reduced thickness contributes to quicker drying times, which can lead to faster production cycles. The smooth finish allows the ink pigment to stay on the surface which creates vibrant color reproduction and quicker ink setting times which means faster production time in the bindery.

**Versatility.** With its glossy finish and high-quality appearance, Port Hawkesbury Paper suits a range of marketing and promotional materials.

While our supercalendered paper offers numerous advantages, it's essential to be aware of the differences between printing on coated stock and which applications are more suited for SC paper, so you can help your customers choose paper that is perfect for their projects.

Port Hawkesbury's supercalendered paper stands as a versatile and cost-effective option for commercial printers seeking to produce high-quality materials without breaking the bank. Its glossy appearance and excellent print quality make it well-suited for a range of applications, from magazines to catalogs to inserts. However, it's crucial to consider factors like ink tacks and absorption and durability and follow our [suggested technical specifications](#) to ensure that Port Hawkesbury's supercalendered paper aligns with your project's specific requirements. By understanding its unique benefits, you can harness the potential of Port Hawkesbury Paper to create impactful print materials that captivate your audience.