

News Release  
04.04.2017

## Feldmuehle offers VivaCard® in high basis weights

### VivaCard now available in basis weights up to 410 g/m<sup>2</sup>

Feldmuehle has added new high basis weights to its *VivaCard* range of high-white, matt SBS boards. *VivaCard C1S*, which was previously available in 220 - 330 g/m<sup>2</sup>, is now also available in basis weights of 350 and 380 g/m<sup>2</sup>. The *VivaCard C2S* range, previously available in 200 - 330 g/m<sup>2</sup>, has been expanded with three new basis weights – 360, 380 and 410 g/m<sup>2</sup>. *VivaCard* is an ideal choice for high-impact packaging and a wide range of graphical applications.

“The expanded basis weight range enables us to meet customer requirements even better. In addition to excellent creasing and die-cutting behaviour, the high basis weights offer an excellent MD/CD stiffness ratio, which is particularly important for folding boxes. When designing packaging, our customers value not only *VivaCard*'s reliable convertibility, but especially its unique look and feel, as well as its delta gloss,” says Markus Müller, Segment Manager Board Solutions.

The look and feel of the material plays a crucial role in packaging design when it comes to ensuring POS differentiation and attractiveness for products. Thanks to its unique silky smooth, matt feel, *VivaCard* enables the creation of packaging with a high-quality look. *VivaCard* also impresses with its high-white, modern surface and excellent print quality. All this is enhanced by its delta gloss, i.e. the gloss difference between varnished and unvarnished surfaces. This visual effect accentuates the striking elements of the printed image in a simple but effective manner. *VivaCard* thus offers the perfect solution for creating a strong product appearance for high-impact advertising.

Thanks to its bulk and stiffness, *VivaCard* is suitable for various applications, such as folding boxes, covers, folders, postcards, tags, tickets, posters, game cards and shopping bags.

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Free *VivaCard* samples can be ordered by e-mail from [sales@feldmuehle-uetersen.com](mailto:sales@feldmuehle-uetersen.com).

Detailed product information can be found on the website [feldmuehle-uetersen.com](http://feldmuehle-uetersen.com) or download our app.

**Picture:**



*VivaCard* for folding boxes and graphical applications is now also available in high basis weights.

**For further information, please contact:**

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**Please send a specimen copy. Thank you!**