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The 18 pt (457 microns) Invercote Creato 380 g/m² is double coated on both sides, offering identical print surfaces on both sides, making it especially suitable for premium packaging applications. The paperboard was tested and certified for the HP Indigo 10000 series and HP Indigo 7000 series presses.

“When developing this product’s grammage and thickness, our development team wanted to ensure we meet not only the demanding requirements of conventional printing methods, but also the needs of digital printers who are looking for the thickest possible substrate that today’s digital presses can handle. This grammage is especially interesting to the US market where 18 pt is an attractive thickness for a lot of applications”, says Petra Kreij, Product Manager for Invercote at Iggesund Paperboard.

Tests were conducted at HP Indigo testing center in Singapore in multi-shot mode on an HP Indigo 7600 press and an HP Indigo 10000 press. At Iggesund, the certification process has been coordinated by Wout van Hoof, Senior Technical Manager with a special responsibility for digital printing processes.

“We are very pleased that Iggesund has certified this new thick substrate. It is one of the thickest products that has been certified for our HP Indigo presses, opening new high-value packaging opportunities for HP Indigo commercial press owners,” said Heidemarie Hinger, HP Indigo Commercial Media Manager.

Invercote Creato 380 g/m² joins the other grammages within the portfolio of which all the lower grammages already have HP certification. All certified products and grammages are available in the HP MediaLocator, and through regular Iggesund distribution.

The Invercote Creato product family, is designed to offer equal printing properties on both sides, with an exceptionally smooth surface that is tailored to faithfully reproduce the most sophisticated printed images. This surface, combined with Invercote Creato’s excellent structural, design and embossing characteristics, make it ideal for demanding graphical applications. The whiteness level is tailored to ensure the best print contrast and colour reproduction properties required for high-end print productions.