PRODUCT GUIDE

# Promina® Style

## High performance. High brightness.

This super-premium, single-ply SBS board is one of the brightest grades available. It uses optical brighteners within a controlled manufacturing process for ultra-white styling on both sides. Smurfit Westrock Promina® Style delivers the enhanced brand perception that luxury tobacco brands demand. Yet it still offers all the performance, stiffness-to-weight and runnability advantages that make Promina the industry choice.

### Features

- Consistency
- Runnability
- Styling
- Durability
- Fade resistance

### Benefits

- Designed and manufactured with built-in Promina performance for consistent results and unparalleled efficiencies on converting equipment and cigarette packing lines.
- Converts beautifully with uniform cuts, consistent creases and excellent emboss heights. In combination with high sheet flatness, this results in better running blanks that enhance packer line productivity.
- Bright, blue-white styling for brand tobacco packaging.
- Promina's unique fiber mix, finishing methods and single-ply construction contribute to cigarette packs with excellent formation, stiffness and durability.
- A specialized color control delivers improved shade stability and reduces the color reversion often associated with fluorescent whiteners.

### Additional product information

**Sustainability**

- All Smurfit Westrock North American paperboard mills are certified to the SFI®, PEFC, FSC® Chain of Custody Standards. Contact your Smurfit Westrock sales representative for certified fiber availability for this product.
- Certificate Codes:
  - SFI Certified Sourcing: NSF-SFI-CS-6S751
  - SFI CoC: NSF-SFI-COC-6S751
  - PEFC CoC: NSF-PEFC-COC-0000751
  - FSC CoC: SA-COC-010294

**Quality**

- Produced at an ISO 9001 certified facility.

**Environmental and Product Safety**

- Notices under US California Proposition 65 and the EU REACH regulation are not required.
- Elemental chlorine free (ECF) bleached fiber.
- Meets heavy metal limits of the US Model Toxics in Packaging rules and Article 11 of EU Directive 94/62/EC.

**Food Contact**

- Meets multiple national requirements for food contact packaging, e.g., US and Canada. Contact your sales representative for information on specific markets and end uses.

### Applications

- Square hinge lid box
- Rounded corner/ beveled hinge lid box
- Display cartons
- Inner frame

### Product classification

- Solid bleached sulfate
- SBS paperboard
- GZ

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## Grade availability and typical board properties (U.S.)

| Grade availability by caliper | | | | Units | Method |
|---|---|---|---|---|---|
| **Caliper** | | 0.013 | 0.015 | inches | T-411 |
| **Nominal basis weight** | | 146 | 163 | lbs/3000 sq ft | T-410 |
| **Moisture content** | | 5.2 | 5.2 | percent | T-412 |
| **Internal bond** | | 60 | 60 | .001 ft-lb/sq in | T-569 |
| **Stiffness** | | | | | |
| **L&W stiffness** | **MD** | 197 | 268 | mN | T-556 |
| | **CD** | 95 | 132 | mN | T-556 |
| **GE Brightness** | | | | | |
| **Side** | **Wire** | 92 | 92 | percent | T-452 |
| | **Felt** | 91 | 91 | percent | T-452 |
| **Coated side** | | | | | |
| **Gloss** | | 50 | 50 | percent | T-480 |
| **Parker Print** | | 1.0 | 1.0 | µm | T-555 |
| **Color** | | | | | |
| **CIE** | **L*** | 95.8 | 95.8 | L* | CIELAB |
| | **a*** | 1.1 | 1.1 | a* | CIELAB |
| | **b*** | -6.8 | -6.8 | b* | CIELAB |

## Grade availability and typical board properties (Metric)

| Grade availability by weight | | | | Units | Method |
|---|---|---|---|---|---|
| **Thickness** | | 330 | 381 | microns | T-411 |
| **Weight** | | 238 | 265 | gsm | T-410 |
| **Moisture content** | | 5.2 | 5.2 | percent | T-412 |
| **Internal bond** | | 126 | 126 | J/m² | T-569 |
| **Stiffness** | | | | | |
| **L&W stiffness** | **MD** | 197 | 268 | mN | T-556 |
| | **CD** | 95 | 132 | mN | T-556 |
| **GE Brightness** | | | | | |
| **Side** | **Wire** | 92 | 92 | percent | T-452 |
| | **Felt** | 91 | 91 | percent | T-452 |
| **Coated side** | | | | | |
| **Gloss** | | 50 | 50 | percent | T-480 |
| **Parker Print** | | 1.0 | 1.0 | µm | T-555 |
| **Color** | | | | | |
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| | **a*** | 1.1 | 1.1 | a* | CIELAB |
| | **b*** | -6.8 | -6.8 | b* | CIELAB |

Metric values are calculated through standard unit conversions and are provided for informational reference. Values are subject to change without notice.

For more information, please contact your Smurfit Westrock representative or visit our website at **smurfitwestrock.com.**

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