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.

Applications

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

Product classification

- Solid bleached sulfate
- SBS paperboard
- GZ

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.

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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					
CIE	L*	95.8	95.8	L*	CIELAB
	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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