

CORAL BOOK: TECHNICAL PROPERTIES

PROPERTY	RELATED REGULATION	INFLUENCE ON PRODUCT QUALITY
CHARACTERISTIC		
Substance	ISO 536	Intrinsic property related to the customer's requirements. For paper in reels, substances somewhat below the nominal values are established in order to increase productivity. Some papers (coated, bulk, thermal paper) prioritize thickness over substance with the aim of meeting specific objectives concerning the final measurements of the spine or small reels.
Thickness/caliper	ISO 534	Intrinsic property related to the customer's requirements. For paper in reels, substances somewhat below the nominal values are established in order to increase productivity. Some papers (coated, bulk, thermal paper) prioritize thickness over substance with the aim of meeting specific objectives concerning the final measurements of the spine or small reels.
Whiteness-D65/C2	ISO 11475/ISO 11476	Property related to the appearance of the product. Greater whiteness tends to be associated with higher quality. As visual perception of this property depends on the kind of brightener used, 2 different conditions are typically used for measuring, exterior light (D65 sunlight) and interior light (C2 fluorescent).
Tonality-a*/b*	Tappi T527	Property related to the appearance of the product. Tonality tends to vary depending on the market (redder or bluer tones). As visual perception of this property depends on the kind of illuminant used, 2 different conditions are typically used for measuring, exterior light (D65 sunlight) and interior light (C2 fluorescent).
Opacity	ISO 2471	Property of the sheet which does not permit transparency of the print made on the back. It is particularly important in lower substances. Some markets (USA) prioritize this property over whiteness.
RUNNABILITY		
Absolute/relative humidity	ISO 287/Tappi T502	Absolute humidity is a measure of the water content of the paper (manufacturing control). Relative humidity denotes the moisture content of the paper balanced with environmental conditions. Moisture content in balance with the environmental conditions of operation areas allows for a print free of movements and disruptions and avoids problems of curl during operation. Paper subjected to operation processes at high temperatures (rotary, laser printing, silk screen printing, etc.) requires lower humidity in order to avoid curl or blistering.
Rigidity	ISO 2493	This property, also called "body", contributes to greater efficiency in the passage through the printing machine. A rigidity which is too high is counterproductive in applications such as packs (tobacco) due to greater difficulty in folding and self-adhesive labels for surface curves (tendency to lifting).

RELATED REGULATION: Those used as a reference for developing the test method

TEST METHOD: Documented analytic procedure for measuring or quantifying the property

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