

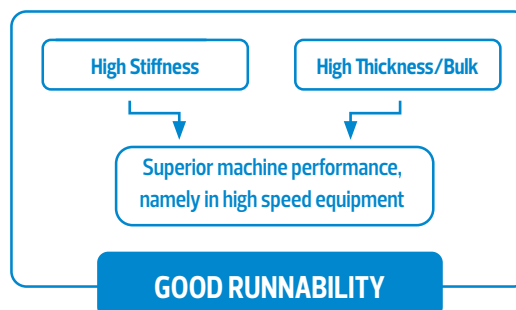
# DID YOU KNOW?



**Higher thickness provides a bulkier touch to the paper**, which gives a perception of better quality. Navigator premium office paper has very good thickness and together with a high smoothness gives an **excellent printing quality** to the final document, as well as a tactile sensation of superior quality. How does this benefit you? As an example, it means that Navigator Expression 90gm<sup>-2</sup> is equivalent in quality to competitor 100gm<sup>-2</sup> papers, so you can buy the same quality for less.

**Stiffness is very important to guarantee that paper runs through the printer without jams**, which will translate into **increased productivity and cost reduction** (reduced paper loss, staff time wasted and production time).

Navigator premium office paper has the **best combination between stiffness and thickness**, allowing a superior machine performance, especially in high speed equipment. This competitive advantage results from *Eucalyptus globulus* thicker fibre wall, when compared with other short fibres.



## ASPECTS TO CONSIDER WHEN CHOOSING PAPER

### REASONS FOR PRINTING:

**Internal:** audience at same level of responsibility  
(Eg: Navigator Eco-Logical)

**Internal:** higher level  
(Eg: Navigator Expression)

**External:** limited colour  
(Eg: Navigator Universal)

**External:** presentation  
(Eg: Navigator Presentation)

