



Clarity™, Verso's line of supercalendered (SC) papers, rounds out our extensive product portfolio and gives you a clear choice for your SC needs. These SC papers deliver a clean and uniform appearance with enhanced features, whether printing offset or rotogravure. With Clarity™, you'll get the excellent runnability and printability you've come to expect from all Verso's papers.

SC | clarity™

PRODUCT OPTIONS

- CLARITY™ PLUS GLOSS OFFSET
- CLARITY™ PLUS GLOSS ROTO
- CLARITY™ A GLOSS OFFSET
- CLARITY™ A GLOSS ROTO
- CLARITY™ B GLOSS OFFSET
- CLARITY™ B GLOSS ROTO

- RECYCLED
- FSC MIXED
- PEFC

IT'S SIMPLE.

Excellence in all things is our goal at Verso, and we believe that supreme excellence is simplicity. That's why we want to make your experience with us simple: from inquiries to purchasing — from the performance of our paper on press to meeting your sustainability goals. Doing business should be simple.

Verso simple.™

EXPERIENCE

Verso's award winning products and services bring an extensive array of paper, experience and support to your print project. Clarity™ is just one example of the many papers in our portfolio available to meet the needs of catalogers, magazine publishers, advertisers and commercial print producers. Our expansive product line allows us to remain flexible enough to support any movement or change in paper stock you may require. Wherever your print requirements take you, Verso makes it easier for you to deliver the visual appeal and impact essential for exceeding your business goals.

ENVIRONMENTAL BENEFITS

- This product is available PEFC (PwC-COC-319), SFI or FSC (SW-COC-002775) certified.
- Environmentally-friendly lightweight choices use fewer raw materials while providing the same high-quality print surface.
- Recycled content is available upon request.

FEATURES AND BENEFITS

- Designed for offset and roto presses.
- Delivers the same brightness, opacity and gloss on offset and roto.
- Bright, clean sheet appearance delivers vibrant print contrast.
- Enhanced print gloss makes images pop off the page.
- Consistent and reliable production results in outstanding printability and pressroom performance.
- Clarity™ Plus is now recognized as a top-tier sheet in pressrooms.
- Dedicated service team optimizes pressroom performance.
- Ultralightweights allow postal savings due to lower distribution costs.
- Available in Clarity™ Plus as well as Clarity™ A and Clarity™ B.

RECOMMENDED APPLICATIONS

- Weekly Magazines
- Monthly Magazines
- Catalogs
- Direct Mail
- Freestanding Inserts/Coupons

SOLUTIONS

From your Verso partners:

- E-commerce
- New Product Innovation
- Technical Services
- Breadth of Product Line
- Gravure Expertise
- Industry Knowledge
- Environmental Stewardship
- Sample Center Customer Services
- Marketing and Sales Resources

In addition to these capabilities, Verso's product families are supported by an extensive manufacturing, distribution and service network of mills across the U.S. This enables us to process and deliver orders with remarkable speed, quality and reliability.

SUPERCALENDERED



clarity™

**CLARITY™ PLUS
OFFSET AND ROTO**

WEIGHT	BRIGHTNESS	OPACITY	GLOSS
28	70	84	44
30	70	85	46
32	70	86	47
33	70	87	48
34	70	88	49
35	70	88	49
36	70	89	50
38	70	90	50

**CLARITY™ A
OFFSET AND ROTO**

WEIGHT	BRIGHTNESS	OPACITY	GLOSS
28	69	82	35
30	69	83	38
33	69	86	43
35	69	86	44
38	69	88	44
40	69	89	45

**CLARITY™ B
OFFSET AND ROTO**

WEIGHT	BRIGHTNESS	OPACITY	GLOSS
25	65	83	30
28	65	85	32
30	65	86	33
33	65	88	34
35	65	89	35
38	65	90	36
40	65	90	36



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