



A recognized leader in its category, Influence® is an excellent option for all types of upscale end uses. With a variety of weights from 45 lb. to 100 lb., Influence® extends the possibilities for coated freesheet applications in commercial print, catalogs, magazines and inserts. Its heavy basis weights deliver the printability and appearance expected of a higher grade paper while the light weights are ideal for postage sensitive applications. Influence®'s quality, variety and consistent performance provide peace of mind.

## 3 | influence®

### PRODUCT OPTIONS

INFLUENCE® GLOSS OFFSET  
 INFLUENCE SOFT-GLOSS® OFFSET  
 INFLUENCE® MATTE OFFSET  
 INFLUENCE® GLOSS GRAVURE

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. Influence is just one 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, we have a paper that will provide 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.
- Recycled content is available upon request.
- Environmentally-friendly lightweight choices use fewer raw materials while providing the same high-quality print surface.

### FEATURES AND BENEFITS

- Enhanced optical properties produce truer, more vibrant image reproduction.
- Excellent surface gloss and smoothness deliver outstanding ink holdout, ink lay, ink gloss and surface consistency.
- Exceptional printability down to a 45 lb. gloss offering.
- Unparalleled pressroom performance.
- Consistent quality across all finishes and basis weights.
- Available in multiple finishes and basis weights, as well as a rotogravure version.
- Heavyweight (100 lb.) excellent choice for cover applications.
- Ready national availability through WebExpress® programs; rapid product turnaround maintains operational efficiencies.
- Influence Gravure has matching offset products for complementary customization.

### RECOMMENDED APPLICATIONS

- High End Catalogs and Magazines
- Catalog and Magazine Covers
- Commercial Print Applications
- Custom Publishing
- Direct Mail

### 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.



# influence<sup>®</sup>

## INFLUENCE<sup>®</sup> GLOSS OFFSET

WEIGHT	BRIGHTNESS	OPACITY	GLOSS
45	86	90	70
50	86	90.5	70
55	86	91	70
60	88	92	73
70	88	93	73
80	88	94	73
90	88	95	73
100	88	96.5	73

## INFLUENCE<sup>®</sup> SOFT-GLOSS<sup>®</sup> OFFSET

WEIGHT	BRIGHTNESS	OPACITY	GLOSS
45	86	91	35
50	86	92	35
60	88	93	35
70	88	94	35
80	88	95	35

## INFLUENCE<sup>®</sup> MATTE OFFSET

WEIGHT	BRIGHTNESS	OPACITY	GLOSS
45	86	91	22
50	86	92.5	22
60	88	93.5	22
70	88	94	22
80	88	95	22
100	88	96.5	22

## INFLUENCE<sup>®</sup> GLOSS GRAVURE

WEIGHT	BRIGHTNESS	OPACITY	GLOSS
45	86	90	76
50	86	90.5	76
55	86	91	76
60	88	92	76



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