



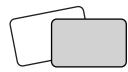
NEENAH IMAGEMAX® Paper Card

PAPER-BASED PLASTIC ALTERNATIVE

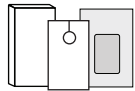
PAPER-BASED ALTERNATIVE TO PLASTIC

for gift cards, merchandise return cards, program ID cards, direct mail and more.

NEW! 14pt.
for more end use applications.



28pt. (30% PCW)
Great for gift cards



14pt.
Perfect for everything else



Specifically engineered to convert & decorate beautifully:

- Die-cutting
- Bar coding
- Affixing
- Foil stamping
- Spot, matte & gloss coatings
- Four color printing
- Scratch and/or peel off panels
- Magnetic stripe (28pt)
- Embossing



Single use plastics have skyrocketed over the past 20 years, and our earth is paying the price for consumer convenience. Advances in paper technology have enabled Neenah to create a 100% paper-based material that can be used for gift cards, loyalty and membership cards, hotel key cards, ID cards, direct mail, coupons and more.

FSC® certified and recyclable, **NEENAH IMAGEMAX®** Paper Card gives brands a sustainable solution that consumers will appreciate.

* Finishing techniques may affect the recyclability of the finished card.

NEENAH GREEN



FSC® CERTIFIED
NEENAH IMAGEMAX®
Paper Card meets meet the mark of responsible forestry.



POST CONSUMER FIBER
Papers with a recycled symbol contain a minimum of 30% post consumer waste.



SMARTWAY CERTIFIED
U.S. EPA SmartWay Transport Partnership ensures environmentally responsible delivery of our products.





NEENAH IMAGEMAX® Paper Card

PAPER-BASED PLASTIC ALTERNATIVE

STOCKED IN 2 CALIPERS: 14pt. & 28pt.

	Item Number	Color	Finish	Caliper	Microns	Basis Weight	Size (Inches)	Size (mm)	Sheets per Skid
NEENAH IMAGEMAX® 14pt (362 gsm)	65580	White	Silk	14pt	355.6	134C	28" x 40"	711 x 1016	2500
NEENAH IMAGEMAX® 28pt (687 gsm) ♻️	65507	White	Silk	28pt	711.2	254C	28" x 40"	711 x 1016	1500



PRODUCTION CONSIDERATIONS:

When switching to a paper-based card from plastic, there are several key considerations to keep in mind:

Printability: For offset lithography, it is recommended to print using a UV process. Sheets must be run in the grain long direction.

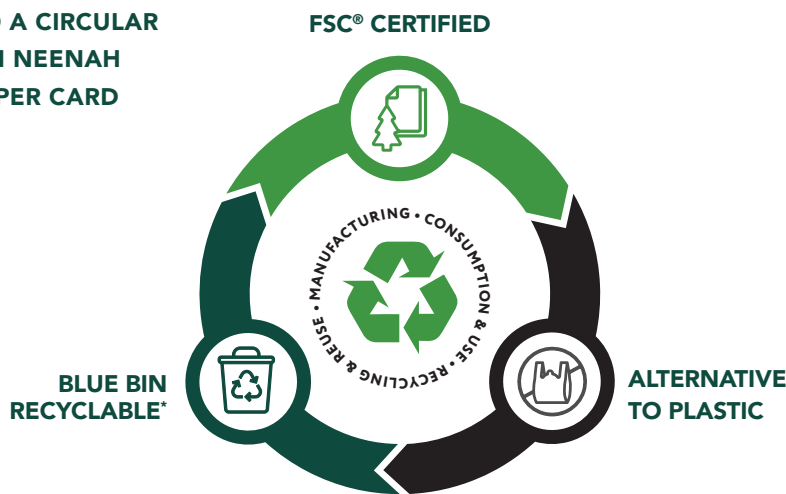
Labels/Scratch Offs: It is essential to use an adhesive designed for application on paper. Check with your card manufacturing partner to ensure labels interact as intended when applied to paper.

Magnetic Stripes: To ensure proper mag strip adhesion, apply directly to the surface of the paper and avoid contact with inks or coatings. Use of magnetic stripes may impact recyclability. Consider this in any recyclability claims.

Affixing: NEENAH IMAGEMAX® Paper Card readily accepts most fugitive glues. Testing on carrier stock is strongly encouraged, as some materials may require a coating to ensure desired tack/release properties.

Environmental Claims: Paper substrate construction and/or materials used in card production may impact what can be stated on card. Consult with your organization’s sustainability experts or legal team regarding any on card claims.

CONTRIBUTE TO A CIRCULAR ECONOMY WITH NEENAH IMAGEMAX® PAPER CARD



www.neenahpaper.com

Printed on NEENAH IMAGEMAX® Paper Card WHITE 14pt (355.6 microns) 134C (362 gsm) Silk | FSC® certified
 ® Registered Trademarks and ™ Trademarks of Mativ, Inc. © 2023 MI. All rights reserved. PAPERCARDELL



The mark of responsible forestry
 Please look for FSC® certified products