



# ENDURA® POSTER AND POSTER PLUS

COST-EFFECTIVE, HIGH-SPEED PRINTING

## DESIGNED FOR POSTER PERFORMANCE

ENDURA® is a bright white cellulose-based poster printing paper for indoor and short-term outdoor use. ENDURA® is available in 7mil, 10mil, and 17mil (see ENDURA® Art).

ENDURA® is designed for high quality, cost effective roll posters.

For maximum production efficiency ENDURA® 7mil gloss is available in 500' rolls (99lbs. 8.25" outside diameter +/- .25").



GROCERY



RETAIL



ATTRACTIONS



ART

### FEATURES AND BENEFITS:

- Fast Eco-Solvent dry times
- Resists dents and dings
- FSC® certified
- 10mil & 17mil contain 30% PCW
- Latex, Eco-Solvent, and UV
- Reduced ink limits
- PVC Free

### APPLICATIONS:

- Posters
- Window Signage
- Temporary Outdoor Displays
- POP (Point of Purchase)
- Hanging Signage

[www.neenahpaper.com/wideformat](http://www.neenahpaper.com/wideformat)

DESIGNED FOR POSTER PERFORMANCE

ENDURA® WIDE FORMAT

ENDURA® POSTER PLUS

ENDURA® ARTS

POSTERS | POP (POINT OF PURCHASE) | WINDOW SIGNAGE | HANGING SIGNAGE | TEMPORARY OUTDOOR DISPLAYS

TECHNICAL DATA

GREEN ATTRIBUTES

STOCK LIST

PRINT CONSIDERATIONS

PVC FREE

EXCEPTIONAL PRINT SURFACE

GLOSS, SATIN, AND MATTE

RESISTS DENTS AND DINGS

| Product Name        | Weight | Roll Length | Roll Diameter | Roll Weight |
|---------------------|--------|-------------|---------------|-------------|
| ENDURA® 7mil Gloss  | 7 mil  | 500'        | 8.25"         | 99 lbs.     |
| ENDURA® 10mil Gloss | 10 mil | 300'        | 8.25"         | 66 lbs.     |
| ENDURA® 17mil Gloss | 17 mil | 150'        | 8.25"         | 33 lbs.     |
| ENDURA® 7mil Satin  | 7 mil  | 500'        | 8.25"         | 99 lbs.     |
| ENDURA® 10mil Satin | 10 mil | 300'        | 8.25"         | 66 lbs.     |
| ENDURA® 17mil Satin | 17 mil | 150'        | 8.25"         | 33 lbs.     |
| ENDURA® 7mil Matte  | 7 mil  | 500'        | 8.25"         | 99 lbs.     |
| ENDURA® 10mil Matte | 10 mil | 300'        | 8.25"         | 66 lbs.     |
| ENDURA® 17mil Matte | 17 mil | 150'        | 8.25"         | 33 lbs.     |



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## TECHNICAL DATA

|                     | Finish | Caliper (Nominal) | Caliper (Actual) | Basis Weight (gsm) | Gloss @ 60° | Brightness (GE) % | Whiteness (We) % | Opacity % |
|---------------------|--------|-------------------|------------------|--------------------|-------------|-------------------|------------------|-----------|
| Endura® Poster      | Gloss  | 7mil              | 7.5mil           | 175                | 55          | 95.5              | 92               | 98        |
| Endura® Poster Plus | Satin  | 10mil             | 11mil            | 235                | 45          | 95.5              | 97               | 99        |
|                     | Matte  | 10mil             | 11mil            | 235                | 3           | 95.5              | 99               | 99        |

These are typical values of the product as produced representing a manufacturing range. Slight variations may occur during the manufacturing process. \*Gsm values do not include release liner.

## GREEN ATTRIBUTES

**We all know paper prints better than plastic!** It's also more widely recycled. Our paper-based portfolio provides a sustainable option, with many post-consumer options available as well.

At NEENAH, sustainability is about manufacturing our products through processes that minimize negative environmental impacts while conserving energy and natural resources.



### FSC® CERTIFIED

Supports well-managed forests as well as the responsible use of forest resources.



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

## STOCK LIST

| Item Number     | Grade               | Finish | Caliper (thickness) | Roll Size (inches/feet) | Rolls per Pallet |
|-----------------|---------------------|--------|---------------------|-------------------------|------------------|
| EPS-0754150G-01 | Endura® Poster      | Gloss  | 7mil / 175 gsm      | 54" x 150'              | 30               |
| EPS-0754500G-01 | Endura® Poster      | Gloss  | 7mil / 175 gsm      | 54" x 500'*             | 12               |
| EPS-073020G-01  | Endura® Poster      | Gloss  | 7mil / 175 gsm      | 27" x 20' (Sample Roll) | 30               |
| EPS-1054150S-01 | Endura® Poster Plus | Satin  | 10mil / 235 gsm     | 54" x 150'              | 30               |
| EPS-103020S-01  | Endura® Poster Plus | Satin  | 10mil / 235 gsm     | 27" x 20' (Sample Roll) | 30               |
| EPS-1054150M-01 | Endura® Poster Plus | Matte  | 10mil / 235 gsm     | 54" x 150'              | 30               |
| EPS-103020M-01  | Endura® Poster Plus | Matte  | 10mil / 235 gsm     | 27" x 20' (Sample Roll) | 30               |



Custom sizes are available with minimum quantities required. Call for a quote.

\*500' rolls are 99lbs. and 8.25" outside diameter +/- .25".



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## PRINT CONSIDERATIONS

To ensure optimum performance, below is a list of recommended handling, printing, and finishing processes for Endura® Wide Format Papers. We encourage testing on sample sheets (available in sample rolls at NO charge via our Customer Service department) prior to production to ensure the desired results are achieved.

### HANDLING / STORAGE

- Product should remain in the original packaging material until ready for use.
- Maintain storage and pressroom temperature of 70 – 75 degrees (F) and 40 – 55% relative humidity (RH).
- Like all roll materials Endura® should be stored in a cradle or soft surface to avoid flat spots.
- For best results, keep unused product wrapped and stored as recommended above – exposure to wide fluctuations in temperature or humidity may adversely affect performance.

70 - 75  
DEGREES  
(F)

### PREPRESS / RIP

Endura® prints very well on most OEM generic paper/poster profiles. For best results, custom profiles for the specific RIP and printer are recommended, but not required.

See our website for existing library of profiles. It is recommended that ICC profiles are created periodically, and Pantone® libraries are updated for best color matching.

### MATERIAL HANDLING

Endura® 7 mil, 10 mil, and 17 mil is available in 54" x 150' roll on a 3" core. Endura® 7 mil gloss is available in 500' rolls on a 3" core (99lbs. 8.25" outside diameter +/- .25") **VERIFY YOUR PRINTER CAN ACCOMMODATE THE DIAMETER AND WEIGHT OF 500' ROLLS.**

### Always use caution and practice safe handling of rolls.

All rolls are print side out with low tack adhesive securing the tail to the core.

### PRINTING

Endura® is printable on **Solvent, Eco-Solvent, Latex, UV, and UVgel** technologies.

### CUTTING

Endura® can be cut by hand, CNC flatbed cutters, and rotary slitters.

### FINISHING

Endura® can be laminated with pressure sensitive, heat assist and heat laminates.

Mounting films will adhere to reverse.

### PACKAGING/ROLLING

Endura® can be rolled for shipping. If any curl memory exists, reverse roll and unroll to flatten.

### APPLICATIONS

Endura® is an all -purpose photo realistic poster paper and can be used in many capacities including, wall posters, snap frames, mounting, retail POP frames and anywhere a roll poster is required.

**NOTE:** For setup assistance email your sales executive or technical manager.



For more information on Neenah Wide Format Papers, contact the Neenah Customer Service Center at 1.800.558.5061.

[www.neenahpaper.com/wideformat](http://www.neenahpaper.com/wideformat)



The mark of  
responsible forestry

Please look for  
FSC® certified products