



NEVER
FLAT
ALWAYS
RESPONSIBLE

NEENAH IMAGEMAX® Paper Card

100% Paper-Based Stored Value Card



Features and benefits:

- 94 brightness
- True white shade
- 30% post consumer fiber
- Recyclable*
- FSC® & Green-E certified
- Exceptional stiffness & snap

Suitable for all traditional stored value card converting techniques:

- Magnetic stripe
- Scratch and/or peel off panels
- Bar coding
- Signature panel
- Die-cutting
- Affixing

Smooth coated paper specifically engineered to deliver exceptional printing and decorating results:

- Foil stamping
- Spot, matte, & gloss coatings
- Four color printing
- Embossing



WHY CHOOSE PAPER INSTEAD OF PLASTIC?

Recycling Paper Keeps Waste Out of Landfills

In the U.S., 53% of paper is recovered to be recycled vs. only 3% of plastic.



When compared to using a standard plastic gift card, NEENAH IMAGEMAX Paper Card results in a positive impact on the environment.*
The usage of natural resources and waste is reduced by:

- 82% in petroleum fuel oil usage
- 33% in global warming potential
- 31% in product municipal solid waste
- 61% in grid electrical energy waste
- 29% in natural gas usage

*Cradle to Grave Life Cycle Assessments, 2018, Boustead Consulting and Associates, Ltd.



NEENAH PAPER CARD



NEENAH IMAGEMAX® Paper Card | 100% Paper-Based



NEENAH IMAGEMAX Paper Card	
Color	White
Brightness	94
Finish	Silk
Caliper	14pt (356 microns) 141C (381 g/m ²) 28pt (711 microns) 254C (687 g/m ²)
Post Consumer Fiber	30% ♻️
Recyclable	Yes

For more information about
NEENAH IMAGEMAX Paper Card, go to:
www.neenahpackaging.com/products/giftcards

NEENAH IMAGEMAX® Paper Card Stocking Chart

	Item Number	Color	Finish	Caliper	Basis Weight	GSM	Size (Inches)	Size (mm)	UOM	Sheets/UOM
NEENAH IMAGEMAX® 14pt (381 g/m ²) ♻️	65511	White	Silk	14pt	141C	381	28" x 40"	711 x 1016	Carton	175
NEENAH IMAGEMAX® 14pt (381 g/m ²) ♻️	65512	White	Silk	14pt	141C	381	28" x 40"	711 x 1016	Skid	2500
NEENAH IMAGEMAX® 28pt (687 g/m ²) ♻️	65509	White	Silk	28pt	254C	687	28" x 40"	711 x 1016	Carton	100
NEENAH IMAGEMAX® 28pt (687 g/m ²) ♻️	65507	White	Silk	28pt	254C	687	28" x 40"	711 x 1016	Skid	1500

This report shows savings using **1 Million Gift Cards** (approximately 10,000 lbs) annually of **NEENAH IMAGEMAX® Paper Card** made with **30% Post Consumer Fiber fibers**.
The total Post Consumer Fiber saves the following resources:



9,333 lbs of wood,
4,234 Kilograms, which is equivalent to 30 trees that supply oxygen for 15 people.



939 lbs of solid waste,
426 Kilograms, which would fill 204 garbage cans.



14,023 gallons of water,
53,084 Litres, which is enough water for 815 eight-minute showers.

*2018 Neenah Paper EnviroCalculator

Green Attributes



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



Call us: Contact the Neenah Customer Service Center at **1.800.558.5061**.

Please look for FSC® certified products

The mark of responsible forestry