

For clear and transparent advertising

## **Transprint explained**

Transprint is a transparent cover wrap for newspapers.

Sponsors can advertise on the front and back page without interfering with the newspaper title.

It allows newspaper publishers to maximise their advertising revenue.

## **Environment**



The mark of responsible forestry



## **Why choose Transprint**

- ⊕ Excellent translucency
- ⊕ Great visual effect
- ⊕ Runs on the highest speed presses
- ⊕ 100% recyclable and biodegradable
- ⊕ Prevents ink rub-off
- ⊕ Special tint makings
- ⊕ Supplied in sheets and reels

## **Our range**

- ⊕ 52 gsm
- ⊕ 62 gsm (industry choice)
- ⊕ 72 gsm
- ⊕ 112 gsm



Newspapers



Increase advertising revenue



Great visual effect



Excellent transparency



100 % recyclable