



April 25, 2005

Dietzgen 740 - Ultrabright 20# Inkjet Bond

Product Description

Dietzgen 740 Ultrabright is the newest addition to Dietzgen’s family of fine Inkjet bonds. It is a premium 20# (3.8 mil.) uncoated Inkjet bond. 740 Ultrabright is an exceptionally smooth bond produced with a special in-line surface treatment optimized for Inkjet printing. With a brightness rating of 94 versus other standard Inkjet bonds (ranging from 87-92) this sheet provides color density (POP) and fine line resolution unmatched by any other uncoated bond.

Unlike other bright bonds, 740’s brightness does not come from the addition of excess optical brighteners which can yellow with age and exposure to light. 740’s ultra-brightness results from the use of more refined pulp, better calendaring and paper formation and the in-line surface treatment we engineer into the sheet. In addition to its inherent brightness, 740 is an exceptionally smooth and opaque sheet.

Physical Properties (typical values)

Basis Weight	20 lb.
Caliper	3.8mil
Opacity	92
Smoothness	84
Brightness	94
Surface	Optimized for Inkjet printing

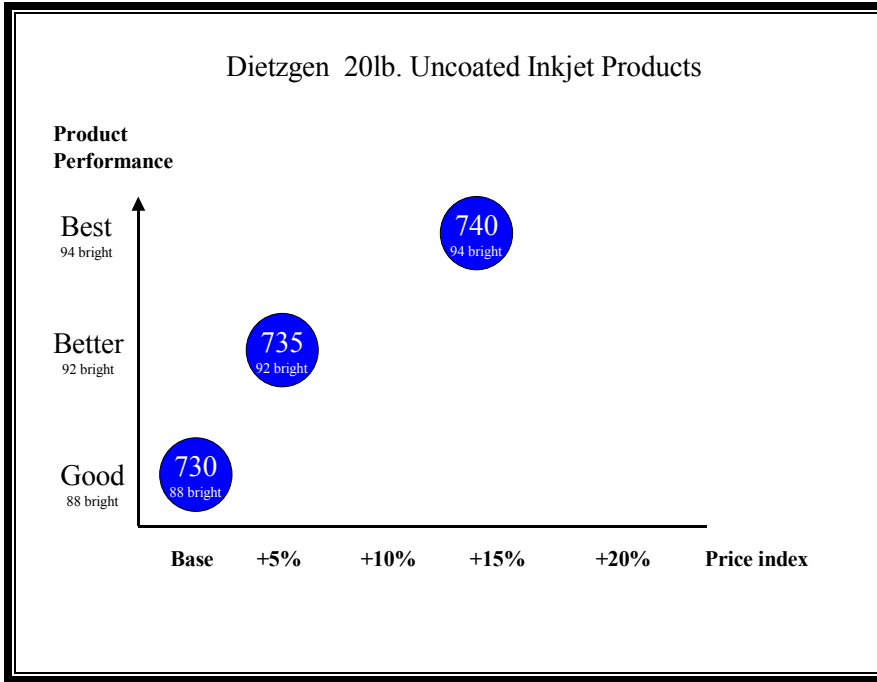
Competitive Specification Comparison

Physical Properties	Dietzgen 740 Ultrabright	Oce 86500	Oce 86600	Azon 320200
Basis Weight	20 lb./75gsm	20 lb./75gsm	20 lb./75gsm	20 lb./75gsm
Caliper	3.8 mil	4 mil	3.5 mil	3.8 mil
Opacity	92	88	85	92
Smoothness	84	150	115	84
Brightness	94	87	90	94

Notes: Smoothness: the lower the rating the more smooth the sheet
 Brightness: the higher the rating the brighter the sheet
 Opacity: the higher the rating the more opaque

Product Positioning

The Dietzgen line of 20# uncoated Inkjet bonds (730,735,740) offer an unparalleled selection of fine products covering the entire price/performance spectrum. Dealers and end-users value the choice and the price/performance inherent in the Dietzgen brand name.



740 – Available Sizes

Item Number	Size	Packaged As	Units
24" STANDARD ROLLS			
740245	24" x 150' Single Roll		1
740245U	24" x 150' Master Carton		4
745240	24" x 300' Single Roll		1
30" STANDARD ROLLS			
740305	30" x 150' Single Roll		1
740305U	30" x 150' Master Carton		4
740300	30" x 300' Single Roll		1
34" STANDARD ROLLS			
740345	34" x 150' Single Roll		1
36" STANDARD ROLLS			
740365	36" x 150' Single Roll		1
740365U	36" x 150' Master Carton		4
740360	36" x 300' Single Roll		1
42" STANDARD ROLLS			
740425	42" x 150' Single Roll		1
740425U	42" x 150' Master Carton		4
740420	42" x 300' Single Roll		1

740 Product Strategy

(1) 740 offers an easy and economical performance upgrade for current users of Dietzgen 730 (88 bright) and 735 (92 bright) products.

(2) 740 is comparable or superior in performance to the discontinued Azon 130400. 740 provides a drop-in replacement and easy migration path to former Azon customers not wishing to substitute a lower performing product.

(3) In some applications, 740 may bridge the price/performance gap between uncoated and coated Inkjet bonds. As compared to our 745 coated Inkjet bond, 740 can be as much as 40% lower priced.

(4) 740 is engineered for optimal Inkjet printing and is not specifically formulated for laser printing.