

# Fact Sheet



# Reflex Ultra White

 **500**  
sheet ream

 **160**  
whiteness

 **A3, A4, A5\***  
sheet size

 **80**  
gsm weight



**CARBON  
NEUTRAL**



**AUSTRALIAN  
MADE**

\*Denotes not carbon neutral.

## Reflex Ultra White

Reflex is made in Australia with advanced technology for superior reliability. Smooth, Ultra White Reflex has built-in curl control to prevent paper jams and works brilliantly through all types of office equipment. Each batch of Reflex is tested through a wide range of printers and copiers to ensure perfect performance every time. Always rely on Reflex.

### About Reflex

- ✓ Quality and performance tested
- ✓ Superior whiteness and brightness
- ✓ Exceptional smoothness
- ✓ Australia's favourite office paper

### Mill

Maryvale Mill, Victoria, Australia.

## Certification

Our pulp and paper mill has the following certifications:

- Quality System AS/NZS ISO 9001:2008
- Environmental System AS/NZS ISO 14001:2004
- OH&S AS/NZS 4801:2001
- Australian Forestry Standard (AS 4707) certified

## Fun Facts about Reflex

- The Reflex brand was launched in 1984 and was the first paper brand in the world to be advertised on TV
- Australian Paper's Maryvale Mill in Gippsland Victoria, where Reflex is made today, first opened for operations in 1937
- Reflex is produced at the rate of approximately 60kms per hour on the paper machine at Maryvale Mill



## Materials

Major components are ECF Light bleached fibre, filler (calcium carbonate) and starch.

## Product Technical Info

The table below displays typical values.  
Test climate: RC @ 50% RH, 23°C.

Physical Properties	Unit	Typical Values	Method based on
Nominal Grammage	g/m <sup>2</sup>	80	AS 1301.405s
Moisture	%	4.5	AS 1301.457s
Thickness	µm	106	AS 1301.426s
Roughness (Bendtsen)	ml/min	225	AS 1301.439s
Porosity (Bendtsen)	ml/min	1450	AS 1301.440s
Visual Properties			
Opacity	%	92	AS 1301.454s
CIE Whiteness	-	160	ISO 11475

## REFLEX ULTRA WHITE

- Superior quality and performance
- Australian Forestry Standard Certified (AS 4707)
- Available in A4, A3 & A5 – 80gsm
- NCOS carbon neutral certified (A4)
- Acid free
- Meets the requirements of the International Standard for Permanent Papers (ISO 9706)

## Maryvale Mill

As Australia's largest integrated fine paper-making complex, Maryvale Mill produces around 600,000 tonnes of paper every year. Maryvale is an industry leader in environmental practice and is Victoria's largest producer of baseload renewable energy. The Maryvale Mill is one of the largest private employers in the Latrobe Valley with around 850 direct employees and many more supported indirectly through the Mill's activities.

