



 **500**
sheet ream

 **50%**
recycled content

 **A4**
sheet size

 **150**
whiteness

 **ACID
FREE**

 **80**
gsm weight

 **CARBON
NEUTRAL**

 **AUSTRALIAN
MADE**

50% Recycled and Carbon Neutral

Reflex Pure White 50% Recycled is an even blend of recycled waste paper and new fibre. The result is clean paper that does not look recycled and achieves superior whiteness. Reflex Pure White 50% Recycled is Australian Made and Australian Forestry Standard (AFS) Certified. It is also certified Carbon Neutral under the National Carbon Offset Standard (NCOS) Carbon Neutral Program. This means all greenhouse gas emissions associated with this product's life cycle have been calculated, independently audited and then offset by investments in greenhouse gas reduction projects.

About Reflex

Reflex is made in Australia with advanced technology for superior reliability. Each batch of Reflex is tested through a wide range of printers and copiers to ensure perfect performance every time. Smooth Reflex Pure White 50% Recycled is acid free and has built-in curl control to prevent paper jams through all types of office equipment.

Australian Paper

When flow-on effects are taken into account, the combined operations of Australian Paper contributes more than \$750 million in gross domestic product and supports around 6,000 jobs in Australia each year.

Recycling Plant

Australian Paper is constructing a major waste paper recycling plant at the Maryvale Mill in Victoria, which will create 50,000 tonnes of premium recycled pulp each year. This \$90 million investment will divert up to 80,000 tonnes of white waste paper from landfill annually. Production is expected to commence in early 2014 with the plant enabling Australian Paper to triple its usage of premium recycled fibre.



REFLEX PURE WHITE 50% RECYCLED

Mill

Maryvale Mill, Victoria, Australia.

Certification

The Maryvale Mill has the following certifications:

- Quality System AS/NZS ISO 9001:2000
- Environmental System AS/NZS ISO 14001:2004
- OH&S AS/NZS 4801:2001
- FSC® Chain of Custody Certification
- AFS Chain of Custody Certification.

Materials

The major components are Bleached Kraft short and long fibre, 50% de-inked recycled pulp, filler (calcium carbonate) and starch.

Product Technical Info

The table below displays typical values.

Test climate: Rapid Conditioned @ 50% RH, 23°C.

	Unit	Typical Values	Method based on
Physical Properties			
Nominal Grammage	g/m ²	80	AS 1301.405s
Moisture	%	4.5	AS 1301.457s
Thickness (Bulking)	µm	104	AS 1301.426s
Roughness (Bendtsen)	ml/min	150	AS 1301.439s
Porosity (Bendtsen)	ml/min	1500	AS 1301.440s
Cobb 1min (multisheet)	g/m ²	25	AS 1301.411s
Wax Pick	number	16	Tappi 459
Visual Properties			
Opacity	%	92	AS 1301.454s
CIE Whiteness (UV inc)	-	150	ISO 11475
Fluorescence (Δ D65/10° Brightness)	%	23.2	AS 1301.462s
Dirt Frequency	ppm	10.0	Tappi 563

REFLEX PURE WHITE 50% RECYCLED

- The bright white recycled paper
- Australian Forestry Standard Certified
- Certified Carbon Neutral
- Made with 50% recycled content
- Acid free
- Meets the requirements of the International Standard for Permanent Papers (ISO 9706)
- Available in A4 80gsm 500 sheet reams.

AUSTRALIAN PAPER'S MARYVALE MILL

Australia's largest integrated paper-making complex, Maryvale Mill can produce more than 500,000 tonnes of paper every year. Maryvale is also an industry leader in environmental sustainability – recycling large amounts of water, using waste products as energy sources, and continuing to reduce both carbon emissions and raw water usage.



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