CROWN VAN GELDER

PROMOTIONAL

Create effective, eye-catching promotional campaigns

For years, our uncoated wood-free grades for traditional offset print have been serving the promotional market well. Today, savvy marketers are discovering the many advantages of using inkjet for promotional print. It allows for targeted or even personalised messages, printed quickly, reliably and cost-effectively. Our Letsgo range, with its unique paper treatment, catches the ink right at the surface of the paper. It's the key to our industry-leading print performance, with high optical density, unrivalled ink efficiency and vivid colours.

The excellent runability of our Letsgo range on the fastest inkjet presses ensures your campaign can be printed and finished quickly, hassle free and just in time. We have extensive experience in inkjet press tuning to optimize quality, while minimizing ink usage and reducing your total cost of print. The result: uncompromised quality and efficiency.

Our Letsgo papers also enable hybrid solutions, combining UV-offset and toner printing with inkjet. Or why not use these alternative print methods alongside inkjet print on one and the same paper?

	70	75	80	90	100	115	120	130	140	160
Crown Premium PP			●	●	●					
Crown Native	●		●	●						
Crown Letsgo High Performance		●	●	●	●		●			
Crown Letsgo Universal 3rd Gen			●	●	●		●			○
Crown Letsgo Silk 3rd Gen	●		●	●	●	●				
Crown Letsgo Bright Silk 3rd Gen	●		●	●		●		○	○	

○ = On request

Promotional (26103)

Direct Mail

Impactful direct-mail campaigns
As email inboxes are filling up, the impact of direct mail has increased. Audiences are especially responsive to relevant, personalised messages. Crown Letsgo is optimised for inkjet printing, which is ideal for targeted campaigns. With its wide range of grades, the Letsgo portfolio offers solutions for any project: from grades to match a straightforward message, to grades that underline a more subtle, alluring invitation to engage and commit, and anything in between. Whatever your choice, our dedicated team is ready to assist you in achieving the perfect print, with the right balance between quality and cost.

For large volumes with static content, you might opt for offset imprint combined with laser print personalization on one of our laser preprint grades.

Commercial

Communication that convinces and sells
A personalised message is becoming of increasing importance for commercial print. While hybrid solutions that combine offset with black toner or inkjet have long been an option, it is fast becoming more economical to switch to digital print entirely. With our industry-leading runability, our papers ensure flawless, full-speed printing. Combined with the support of our seasoned colour specialist, you can expect a high-quality, eye-catching finished product.

We have a wide range of available basis weights with the same look and feel for your analogue and digital print needs and combinations thereof. Feel free to get in touch with us to discuss your needs. Our multilingual team is more than happy to talk through your project and find a solution that suits your exact requirements.

Posters and graphic displays

Eye-catching digital print
With the rise of electronic displays, the era of posters and graphic displays for advertising printed at large volumes has come to an end. The flexibility of digital print has proven to be the ideal solution for both small and medium volumes. Developed in close collaboration with print providers, Crown Van Gelder's solutions have pushed the envelope for digital print in terms of colour strength, runability and overall print quality. Both web and sheet-fed printers can be supplied with our products, either through our dedicated partners or directly from our mill.

Naturally, Crown Van Gelder also produces more traditional papers which enter the wide format market through dedicated mini roll suppliers. We have several grades available ideal for design drawings and we're happy to direct you to CVG connected suppliers in this market.

Promotional (251030)

Crown Premium PP

High white paper for offset and laser printing.

Bulk	1.3
CIE Whiteness	160
COBB 60	23
Moisture content	4.7

Basis weight (g/m^2)	Caliper (µm)	Opacity	
80	104	93	●
90	117	94.5	●
100	130	95.5	●

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PEFC PEFC/30-31-1317 Promoting Sustainable Forest Management

EU Ecolabel www.ecolabel.eu EU Ecolabel: NL/011/001

ISO 9001
ISO 22000
ISO 45001
ISO 14001
ISO 50001
certified

All paper grades can be delivered with FSC®COC- or PEFC COC-certificate.

O = On request

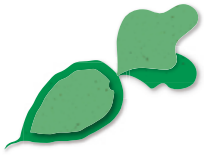
CIE Whiteness	ISO 11475
Basisweight	ISO 536
Bendtsen roughness	ISO 8791-2

Promotional (261030)

CROWN native

Dutch grown sugar beet paper

Crown Van Gelder is making paper greener than ever. Meet Crown Native : high quality paper that replaces wood fibers with sugar beet pulp, a residual stream from the sugar industry. Sugar beet fibers have an 80% lower environmental footprint than traditional wood cellulose fibers. Crown Native is strong, affordable, food safe and can be recycled at least seven times like a normal WFU paper. In short : a green front runner in paper for promotional print.



Sugar beet pulp

Materials left over after processing sugar beets are given a new, high-quality purpose in Crown Native.

Locally sourced

The sugar beets are all produced in a 150 km radius from our plant, significantly cutting down on transport emissions.

Food-safe

By using locally sourced virgin fibres, Crown Native is suitable for food packaging. Fully FDA compliant and BfR36 approved.

Reduce Your Environmental Footprint

Crown Native reduces your environmental impact across the board. From CO2 emissions, and particulate matter formation to terrestrial acidification. Crown Native also cuts down the agricultural acreage and amount of fresh water required for paper production.

A Green Reminder

Our subtle, yet eye-catching seal re-emphasizes the quality and the sustainable character of your packaging and your product.

Promotional (251003)

Crown Native

FSC® or PEFC certification is a given, but an even more sustainable paper with a characteristic speckle really stands out, if you want to make a statement. Sugar beet fibres, combined with good offset and laser printability make Crown Native an unique, considered choice.

Printing method	offset, flexo, toner
Inkjet treatment	none
Inkjet Press compatibility	not specified
Bulk (cm^3/g)	1.25
CIE Whiteness	75

Basis weight (g/m^2)	Caliper (µm)	Bendtsen roughness (ml/min)	Opacity	
70	89	200	89	●
80	100	210	89	●
90	113	220	91	●

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CIE Whiteness	ISO 11475
Basisweight	ISO 536
Bendtsen roughness	ISO 8791-2

Promotional (261030)

CROWN

letsgo

Boosting inkjet performance

A silky touch. Bold, vibrant colors. And full-speed printing without the slightest loss in quality. Crown Letsgo is taking inkjet performance to levels never seen before.

Developed in close collaboration with leaders in digital print, our paper has been the go-to choice for publishers around the globe for over a decade. Find out what your inkjet printer is truly capable of with Crown Letsgo.

Unrivalled Optical Density

Our industry-leading coating catches the ink where it counts: right at the surface of the paper. The result? Crisp details and powerful colors, printed with less ink than ever.

Optimal Runability

From print to finish. Crown Letsgo has been engineered for a fast and hassle-free production process. Run at over 100 meters a minute while maintaining the highest possible quality.

Expertise Included

Rest assured that you're getting the best out of your machine with our color management specialists. With extensive knowledge of a wide range of printer profiles, our experts will help you optimize quality and minimize your total cost of print.

Crown Letsgo High Performance

When we launched this product, a new standard was set for print quality and total cost of print in the transactional and promotional inkjet arena. With excellent ink efficiency and ink compatibility, or the highest colour gamut amongst its peers, Crown Letsgo High Performance is the best choice when you want to offer flexibility to your customers and preserve precious uptime efficiency with an office type paper.

Printing method	full colour inkjet, UV offset
Inkjet treatment	dye and pigment
Inkjet Press compatibility	All web fed and sheet fed systems
Bulk (cm^3/g)	1.3
Bendtsen roughness (ml/min)	230
CIE Whiteness	160

Basis weight (g/m^2)	Caliper (µm)	Thickness USA (point)	Opacity	
75	97.5		91	●
80	104		92.5	●
90	117		94	●
100	130		95.5	●
120	156		97	●

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CIE Whiteness	ISO 11475
Basisweight	ISO 536
Bendtsen roughness	ISO 8791-2

Promotional (261030)

Crown Letsgo Universal 3rd Gen

If you are looking for a pleasant touch in transactional and promotionial work, combined with excellent inkjet print quality, Crown Letsgo Universal 3rd Gen is your paper of choice. Appreciated as a premium communication paper by up-market insurers and banks.

Printing method	full colour inkjet, UV offset, toner
Inkjet treatment	dye and pigment
Inkjet Press compatibility	All web fed and sheet fed systems
Bulk (cm^3/g)	1.2
Bendtsen roughness (ml/min)	105
CIE Whiteness	165

Basis weight (g/m^2)	Caliper (μm)	Opacity	
80	96	94	●
90	108	94.5	●
100	120	96	●
120	144	97.5	●
160	192	99.5	O

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CIE Whiteness	ISO 11475
Basisweight	ISO 536
Bendtsen roughness	ISO 8791-2

Promotional (261030)

Crown Letsgo Silk 3rd Gen

Our signature inkjet grade, not only for publishing, but also for a wide variety of promotional applications. It is what leading brand owners like to see. An ever so slight gloss, a coated look and feel, in two shades and availability in two varieties, each for a specific group of inkjet presses to ensure an excellent print result in inkjet. The glossy full colour toner result will surprise you as well.

Printing method	full colour inkjet, UV offset, toner
Ink type	dye and pigment
Inkjet Press compatibility	BlueCrest, Canon ProStream / ColorStream 6000 Chroma / ColorStream 8000, Epson, FujiFilm, FujiXerox, HP, Kodak Prosper, Ricoh Pro VC60000/70000, Screen Truepress 520 HD, Xerox Trivor 2400 HF ink, ALL sheet fed printers, ALL dye ink printers
Bulk (cm^3/g)	1.0
Bendtsen roughness (ml/min)	30
CIE Whiteness	124
Gloss 75°	16

Basis weight (g/m^2)	Caliper (µm)	Opacity	
70	70.5	88.5	●
80	80.5	91	●
90	90.5	93	●
100	102	95	●
115	117	96	●

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CIE Whiteness	ISO 11475
Basisweight	ISO 536
Bendtsen roughness	ISO 8791-2

Promotional (261030)

Crown Letsgo Bright Silk 3rd Gen

Our signature inkjet grade, not only for publishing, but also for a wide variety of promotional applications. It is what leading brand owners like to see. An ever so slight gloss, a coated look and feel, in two shades and availability in two varieties, each for a specific group of inkjet presses to ensure an excellent print result in inkjet. The glossy full colour toner result will surprise you as well.

Printing method	full colour inkjet, UV offset, toner
Ink type	dye and pigment
Inkjet Press compatibility	BlueCrest, Canon ProStream / ColorStream 6000 Chroma / ColorStream 8000, Epson, FujiFilm, FujiXerox, HP, Kodak Prosper, Ricoh Pro VC60000/70000, Screen Truepress 520 HD, Xerox Trivor 2400 HF ink, ALL sheet fed printers, ALL dye ink printers
Bulk (cm^3/g)	1.0
Bendtsen roughness (ml/min)	30
CIE Whiteness	159
Gloss 75°	16

Basis weight (g/m^2)	Caliper (µm)	Opacity	
70	70.5	92	●
80	80.5	94	●
90	90.5	96	●
115	117	98	●
130	133	98.5	O
140	143	98.5	O

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CIE Whiteness	ISO 11475
Basisweight	ISO 536
Bendtsen roughness	ISO 8791-2

Promotional (261030)

Need advice?

Please don't hesitate to contact our product managers regarding any questions.

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Sustainability and digital developments are changing paper dynamics

The move towards a sustainable and digital society greatly impacts the role of paper in different market segments. To successfully market products, paper processors continuously need to overcome specific technical challenges.

Technical know-how to unlock paper potential

Accurately specified papers are only the starting point of a successful new product. Ensuring that the paper reaches its full potential on processing equipment truly adds value. Delivering the technical expertise needed to make this happen, is what sets Crown Van Gelder apart.

Thriving on making our paper deliver

To ensure you extract optimal value from our papers, Crown Van Gelder offers expert support on-site. Together, we work on making our paper deliver the best possible results on your equipment. In addition, we often tailor our paper to specific customer requirements.

Our segment experts understand the specifics of different production systems and end-products. In constant dialogue with customers and other stakeholders such as equipment manufacturers, we continue building our knowledge. This results in innovations that set new market standards.

For inkjet printing, we offer color management services, contributing to machine uptime and optimal ink consumption.

CROWN VAN GELDER

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Promotional (261008)