RUN YOUR BUSINESS IN COLOUR
Run it with Navigator
WHY PRINT IN COLOUR?
More colour, better results

The use of colour documents has major impact in business and is greatly preferred by end-users.*
90% agree that colour is more effective in helping consumers notice mail and be more likely to read it;
AGREE THAT THE DESIGN OF A MAIL PIECE HAS A **DIRECT INFLUENCE** ON HOW EFFECTIVE IT IS;

90%
70% agree that a mail piece that has cost more to design and print is more likely to be taken seriously;
AGREE THAT THE APPROPRIATE USE OF COLOUR IN MAIL PIECES INCREASES THE GENERAL VALUE OF THE PIECE;
68%

agree that customers are more likely to respond to a mail piece that is **printed in full colour** than one that uses little or no colour.
88% AGREE THAT PRINTING IN COLOUR ENHANCES THE COMPANY’S IMAGE;
78% agree that the use of colour in marketing materials improves corporate/brand reputation.
61% agree that black & white only documents look cheap in comparison to documents with substantial colour;
81% agree that higher quality products are advertised with well-designed colourful materials.
INTRODUCING

NAVIGATOR FOR COLOUR USAGE

Ideal for colour printing
SUPERIOR PRINTING QUALITY

Navigator’s sheet formation and porosity guarantee uniform ink/toner application onto the paper surface and its high whiteness increases printing contrast. Plus Navigator’s excellent opacity avoids show through for duplex applications and its specially treated surface ensures adequate ink paper interaction and better toner adhesion.

GUARANTEES PERFECT IMAGES

BEST PERFORMANCE

Navigator’s ideal thickness / stiffness ratio reduces printing waste such as paper jamming, misfeeding and multifeeding. The absolute and relative humidity levels are controlled to provide good post-printing flatness and to minimize post-printing curl.

Navigator guarantees good cutting quality for stable, trouble-free larger print runs.

EXTRA THICK AND OPAQUE PAPER

Fast drying surface. Ideal for printing: Reports, Memos, Colour Graphics, Data Tables, etc.

Navigator is one of the whitest office papers available in the market, which makes it especially suitable for colour printing and any type of document.
EXPRESSION 90 g.m\(^{-2}\)

Accurate definition for impressive reports

**Bright white paper.** Excellent print contrast for superb ink-lift for high quality colour documents.

**Extra smooth.** Micro porous surface for fast ink drying and accurate absorption for high definition images. Extra thick and opaque.

Prevents print show through and sheet waviness, while providing accurate character definition.
NAVIGATOR ALLOWS YOU TO:
Maximize printing quality keeping existing printer settings. Protect your office equipment due to the improved surface and corresponding lower abrasiveness.

NAVIGATOR’S EVEN SHEET FORMATION AND POROSITY GUARANTEE UNIFORM INK/TONER APPLICATION ONTO THE PAPER SURFACE. ITS SPECIALY TREATED SURFACE ENSURES ADEQUATE INK–PAPER INTERACTION AND BETTER TONER ADHESION.

INCREASED VALUE FOR YOUR PRESENTATIONS
Engineered smoothness which minimizes runnability issues, as well as providing a high quality tactile sensation.

Excellent opacity to avoid show through and print–through and intensive use of colour guaranteed in duplex printing applications.

Excellent printing contrast thanks to Navigator’s high whiteness.

STANDARD Standard Office Paper Quality
PREMIUM Premium Office Paper Quality

EXTRA HIGH SMOOTHNESS

DUPLEx PRINTING GUARANTEED

Excellent printing contrast
Ideal for high quality colour documents such as: Presentations, Reports, Newsletters, Statements, Mailings, etc.
PRESENTATION 100 g.m⁻²

Superior quality that makes your work look even better

Superior thickness and smoothness. Leads to a sensation of superior quality, ideal to add value to your communication.

Double sided use. Duplex printing and intensive usage of colour are guaranteed without print show through.

Multifunctional. Guaranteed for all colour inkjet and laser printers and colour copiers.
NAVIGATOR WAS DESIGNED TO SUIT
DIGITAL PRINTING REQUIREMENTS
EMPOWERING YOUR EVERY OUTPUT.


Navigator is the perfect choice for excellent document quality on all printers and copiers.

**With sharper colours and more intense blacks.**

**IMPRESSIVE COLOUR DOCUMENTS**

**Clarity of Message**

- Standard grayscale communications
- Colour communications

Increased by 70%

**Capturing Attention**

- Standard grayscale communications
- Colour communications

Increased by 80%

**Mailing Responses**

- Standard grayscale communications
- Colour communications

Increased by 30%

Whiteness is extremely important for printing quality, since it enhances colour contrast and increases impact on the reader. Navigator is one of the whitest office papers available in the market, which makes it especially suitable for colour printing and any type of document. Plus, Navigator’s excellent opacity avoids show-through in duplex printing applications and its specially treated surface ensures adequate ink paper interaction and better toner adhesion. The superior quality of Navigator also makes it ideal for double sided printing, even when using colour.

**Ideal for all full colour documents:**

Brochures, Catalogues, Flyers, Posters, Photos, etc.
COLOUR DOCUMENTS 120 g.m\(^{-2}\)

Perfect surface for enhancing high resolution documents

The best image definition. For all your high resolution, full colour documents.

Makes the most of colour. Improve results with excellent print contrast, vivid colours and sharp images.

Increased stiffness and thickness. For double sided printing without show through, even in full colour applications.
Navigator was designed to suit digital printing requirements empowering your every output.


Approved for Digital Printing

**Free your creativity**
Premium surface with excellent aesthetics results enables creativity. Ideal for excellent quality documents: Certificates, Brochures, Menus, Diplomas, Covers, Programmes, Greeting Cards, Business Cards, Flyers

**Improved Quality**

Improves the quality of your documents:

**Office Card** is ideal for enhancing the quality of all kinds of colour documents, from inkjet and laser to colour copy. You choose the equipment, Navigator provides the finest 160 g.m⁻² paper.

**Ideal for high quality and highly professional colour documents**, once more Navigator brings you the best in office paper solutions.

Extra thick for all your special applications. Navigator is designed to meet and exceed the needs of modern office paper users.
OFFICE CARD 160 g.m\(^{-2}\)

Excellent definition that brings images to life

**Excellence in digital colour printing.** Perfect to enhance image quality with high contrast and definition.

**Impressive colour documents.** 100% attention guaranteed, showing off real colour and vivid images.

**Guaranteed use in all office equipment, for high quality, speciality applications.**
WHY USE NAVIGATOR?
THE BEST RAW MATERIALS...

**EUCALYPTUS GLOBULUS**
Fibres have excellent papermaking characteristics.

- **SHORTER FIBRE**
  - High number of fibres per unit weight

- **THICK CELL WALL**
  - Thicker sheet of paper = better printing performance

- **EXCELLENT POROSITY, HIGH OPACITY, GOOD FORMATION**
  - Paper quality

- **HIGH STIFFNESS, HIGH BULK, GOOD DIMENSIONAL STABILITY**
  - Unmatched Runnability
...CREATE THE BEST PAPER.

**THICKNESS**

- **HIGHER THICKNESS** = Bulkier touch to the paper, which gives a perception of better quality.
- Navigator’s sheet formation and porosity guarantee uniform ink/toner application onto the paper surface, which is especially treated to ensure adequate ink/paper interaction and better toner adhesion.

**SMOOTHNESS**

- **HIGHER SMOOTHNESS** = Better printing definition and a tactile and visual sensation of superior quality to the paper.

**WHITENESS & OPACITY**

- **WHITENESS IS EXTREMELY IMPORTANT FOR PRINTING QUALITY,** since it enhances colour contrast and increases impact on the reader, a visual sensation of superior quality. The high whiteness of Navigator makes it especially suitable for colour printing and any type of document.
- The superior opacity of Navigator also makes it **ideal for double sided printing,** even when using colour, since show through is minimized.

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**ROUGHER PAPER**
Some areas of the paper surface don't have ink

**SMOOTHER PAPER**
Continuous Ink Film

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Some areas of the paper surface don't have ink
Continuous Ink Film

Rougher paper surface
Smoother paper surface
HIGH RUNNABILITY

- Navigator’s ideal thickness/stiffness ratio reduces printing waste such as paper jamming, misfeeding and multifeeding. The absolute and relative humidity levels are controlled to provide good post-printing flatness and to minimize post-printing curl, even under extreme printing scenarios.
According to the “Color Effectiveness Study – Business & Consumer Survey Trends” by Infotrends, that focused on Small Businesses of all professional areas, from managers to CEOs, and also Consumer Respondents.

The scope of the study was to evaluate the relative benefits in the eyes of both the document recipient and owner, of documents with greater or more effective use of colour versus those without. It was based on a quantitative survey with 22 questions submitted to 307 office document producer (business) interviews and 319 consumer interviews.