WestRock
Promina®
Engineered for consistency, designed to impress.

Consistency. Runnability. Cleanliness. Three attributes that make WestRock tobacco paperboards the industry standard for premium tobacco packaging. WestRock Promina® offers optimal converting equipment and cigarette packing line performance. So you can expect greater productivity and lower total costs. Delivering dimensional and curl stability and taste and odor control, Promina meets the specific needs of tobacco packaging. We have a longstanding commitment to the industry. We remain true to that commitment with continued innovation and technical and development resources.

Packaging Uses

Square Hinge Lid Box

Rounded Corner/ Beveled Hinge Lid Box

Display Cartons

Inner Frame

Product Classification

Solid Bleached Sulfate

SBS Paperboard

GZ

What You Can Expect from Us

Consistency   A state of the art, fully integrated manufacturing facility combines both pulp processing and paper production on one site, ensuring high uniformity and consistency of all physical characteristics for optimal converting and packer line performance.

Runnability   Converts beautifully with uniform cuts, consistent creases and excellent emboss heights. In combination with high sheet flatness, this results in better running blanks that enhance packer line productivity.

Styling   A classic white appearance is achieved without using optical brightening agents (OBA). This gives cigarette packs a premium look and excellent fade resistance.

Durability   Promina's unique fiber mix, finishing methods and single-ply construction contribute to cigarette packs with excellent formation, stiffness and durability.

Fade Resistance   Colorfast dyes provide excellent fade resistance for color integrity and lasting brand protection.

Additional Product Information

Sustainability   Recyclable.
All WestRock North American paperboard mills are certified to the SFI®, PEFC™, FSC™ Chain of Custody Standards. Contact your WestRock sales representative for certified fiber availability for this product.

Food Contact   Meets multiple national requirements for food contact packaging, e.g., US, Canada, Germany and the EU. Contact your sales representative for information on specific markets and end uses.
ISEGA Certificate for tobacco packaging available.

Quality   Produced at an ISO 9001 certified facility.

Environmental and Safety   Notices under US California Proposition 65 and the EU REACH regulation are not required.
Elemental chlorine free (ECF) bleached fiber.
Meets heavy metal limits of the US Model Toxics in Packaging rules and Article 11 of EU Directive 94/62/EC.

WestRock

Grade Availability & Typical Properties (U.S.)

Grade Availability by Caliper		0.011	0.012	0.013	Units	Method
Caliper (pts)		0.011	0.012	0.013	inches	T-411
Nominal Basis Weight		127	136	146	lbs/3000 sq ft	T-410
Moisture		5.2	5.2	5.2	percent	T-412
Internal Bond		50	50	50	.001 ft-lb/sq in	T-569
Stiffness						
L&W Stiffness	MD	132	158	197	mN	T-566
	CD	65	77	95	mN	T-566
GE Brightness						
Side	Wire	86	86	86	percent	T-452
	Felt	82	82	82	percent	T-452
Coated Side						
Gloss		50	50	50	percent	T-480
Parker Print		1.0	1.0	1.0	μm	T-555
Color						
Hunter	L	93.5	93.5	93.5	L-a-b	T-524
	a	-1.3	-1.3	-1.3	L-a-b	T-524
	b	2.1	2.1	2.1	L-a-b	T-524

Grade Availability & Typical Properties (Metric)

Grade Availability by Weight					Units	Method
Thickness		279	305	330	microns	T-411
Weight		206	222	238	gsm	T-410
Moisture		5.2	5.2	5.2	percent	T-412
Internal Bond		110	110	110	J/m2	T-569
Stiffness						
L&W Stiffness	MD	132	158	197	mN	T-566
	CD	65	77	95	mN	T-566
GE Brightness						
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	a	-1.3	-1.3	-1.3	L-a-b	T-524
	b	2.1	2.1	2.1	L-a-b	T-524

Values are subject to change without notice.

For more information, please contact your WestRock representative or visit our website at westrock.com.

PEFC
PEFC29-31-216
Promoting
Sustainable Forest
Management
www.pefc.org

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