

WestRock
Promina® Style
High Performance. High Brightness.



This super-premium, single-ply SBS board is one of the brightest grades available. It uses optical brighteners within a controlled manufacturing process for ultra-white styling on both sides. WestRock Promina® Style delivers the enhanced brand perception that luxury tobacco brands demand. Yet it still offers all the performance, stiffness-to-weight and runnability advantages that make Promina the industry choice.

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** Designed and manufactured with built-in Promina performance for consistent results and unparalleled efficiencies on converting equipment and cigarette packing lines.
- 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** Bright, blue-white styling for brand tobacco packaging.
- Durability** Promina's unique fiber mix, finishing methods and single-ply construction contribute to cigarette packs with excellent formation, stiffness and durability.
- Fade Resistance** A specialized color control delivers improved shade stability and reduces the color reversion often associated with fluorescent whiteners.

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.

Grade Availability & Typical Properties (U.S.)

Promina® Style

Grade Availability by Caliper			Units	Method	
Caliper (pts)	0.013	0.015	inches	T-411	
Nominal Basis Weight	146	163	lbs/3000 sq ft	T-410	
Moisture	5.2	5.2	percent	T-412	
Internal Bond	60	60	.001 ft-lb/sq in	T-569	
Stiffness					
L&W Stiffness	MD	197	268	mN	T-566
	CD	95	132	mN	T-566
GE Brightness					
Side	Wire	92	92	percent	T-452
	Felt	91	91	percent	T-452
Coated Side					
Gloss	50	50	percent	T-480	
Parker Print	1.0	1.0	µm	T-555	
Color					
CIE	L*	95.8	95.8	L*	SCAN-P 72:95
	a*	1.1	1.1	a*	SCAN-P 72:95
	b*	-6.8	-6.8	b*	SCAN-P 72:95

Grade Availability & Typical Properties (Metric)

Grade Availability by Weight			Units	Method	
Thickness	330	380	microns	T-411	
Weight	238	265	gsm	T-410	
Moisture	5.2	5.2	percent	T-412	
Internal Bond	130	130	J/m2	T-569	
Stiffness					
L&W Stiffness	MD	197	268	mN	T-566
	CD	95	132	mN	T-566
GE Brightness					
Side	Wire	92	92	percent	T-452
	Felt	91	91	percent	T-452
Coated Side					
Gloss	50	50	percent	T-480	
Parker Print	1.0	1.0	µm	T-555	
Color					
CIE	L*	95.8	95.8	L*	SCAN-P 72:95
	a*	1.1	1.1	a*	SCAN-P 72:95
	b*	-6.8	-6.8	b*	SCAN-P 72:95

Values are subject to change without notice.

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

The information contained in this Product Guide is accurate to the best of WestRock's knowledge and belief. It is intended, however, only as an introduction to the typical properties of the product. WestRock disclaims any guarantee or warranty with respect to the accuracy of this information or, based on this document, with respect to the suitability of the product for any particular use, including, but not limited to, the compliance of the product with laws, regulations, or standards. This information is subject to change without notice.

Certificate Codes: SFI Certified Sourcing: NSF-SFI-CS-6S751, SFI CoC: NSF-SFICOC-6S751, PEFC: NSF-PEFCOC-6S751, FSC Company Code: FSC-C104002

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