



# liner anatomy.

Sets the stage for brands of all kinds.



Folds and holds with the best of 'em.

A surface ready for any and every occasion.



## MASTER LINER

Masterliner comes with plenty of options and a surface that's ready for the job.

### PREMIUM PRINT

Masterliner® bleached linerboard is a reliable performer and great for point-of-purchase packaging, displays and boxes due to its remarkable whiteness, brightness and aesthetic appeal. These qualities maximize printability across a wide variety of packaging applications.

As a fully-bleached substrate, Masterliner's printing surface delivers superb results on litho, flexo and digital printing equipment. For product end-uses or environmental conditions that expose packaging to excessive moisture, polyethylene (PE) coated linerboard is available.



### HIGH STRENGTH GRADES

High Strength Masterliner offers superior ring crush values with lower basis weight over standard grades.

#### TYPICAL PROPERTIES

Grade	CD RCT		CD SCT		Basis Weight		Caliper		Moisture	Cobb	Brightness	Color	Smoothness
	#/6in.	kN/m	lbF/in	#/msf	gsm	mils	microns	%	g/m2	%GE	B Value	Sheffield	
Masterliner 75	75	3.7	211	30	146	8.7	221	7.0	35	84	3.0	210	
Masterliner 80	80	4.0	22.8	36	176	10.2	260	7.0	35	84	3.0	210	
Masterliner 120	120	5.1	29.1	48	234	13.2	335	7.0	35	84	3.0	210	

### STANDARD MULLEN GRADES

#### TYPICAL PROPERTIES

Grade	Mullen	Basis Weight		Caliper		Moisture	Cobb	Brightness	Color	Smoothness
	psi	#/msf	gsm	mils	microns	%	g/m2	%GE	B Value	Sheffield
33# Masterliner	72	33	161	8.0	203	7.0	40	84	3.0	210
38# Masterliner	80	38	186	9.3	236	7.0	40	84	3.0	210
42# Masterliner	83	42	205	10.3	262	7.0	40	84	3.0	210



MASTER LINER

Ensure your brand is standing out,  
loudly & proudly.

## DIGITAL FRIENDLY SUBSTRATE

It's hard to stand out these days. But when it comes to point-of-purchase packaging, displays and boxes, Masterliner® bleached linerboard is a reliable performer due to its remarkable whiteness, brightness and aesthetic appeal. These qualities maximize printability across a wide variety of packaging applications, especially when used with HP's ColorPRO Technology.



ColorPRO Technology represents a quality standard for color excellence in digital printing. Eliminate the need for bonding agents, and maximize your potential for brand impact.

For more information or to schedule a trial, contact your Georgia-Pacific Bleached Board sales team.

