

Changes in the Paper Market: Customer Ecological Awareness is drastically increasing
Tecco develops the world's first PEFC Certified Environmental Paper:
»EFI CertProof Paper 6225XF«



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Tecco, paper pioneer and premium partner for photo, fine art and proofing media, and their software partner EFI, a global market leader for inkjet-based proofing systems, are the first to introduce a proofing paper that is PEFC certified. PEFC certification is the International environmental seal for ecological awareness. To be a PEFC certified partner you must demonstrate a responsibility and commitment to the sustainable management of forests. The printed PEFC seal on the backside of the EFI 6225XF is a visual check for those customers that attach great importance to the reliability of the production process.

Changes in the market – Future customer demands

According to studies, leading print buyers worldwide (e.g. advertising agencies) will increase their commitment towards the environmental initiatives of their proofing and print media. Suppliers have started offering more and more ecologically certified products.

Background information: Important Certificates: PEFC, GRACoL, SWOP and Fogra

The **PEFC** Council (Programme for the Endorsement of Forest Certification schemes) is the world's biggest, independent, non-profit, non-governmental organisation, founded in 1999 which promotes sustainably managed forests through independent third party certification. The PEFC provides an assurance mechanism to purchasers of wood and paper products that they are promoting the sustainable management of forests.

»**GRACoL**« and »**SWOP**« were awarded by the »IDEAlliance«, America's leading organization for norms and standards in the publishing industry. These international approved certifications are considered a standard for color-accurate proofing in the U.S.A.

»EFI CertProof Paper 6225XF Semimatt«

The EFI CertProof Paper 6225XF Semimatt is a universal purpose PE-coated, microporous paper designed for offset and gravure proofing. It shows outstanding results with the latest ink generation of the leading printer manufacturers (K3, K3VM, Lucia, Vivera, etc.). With its very wide color gamut the media is capable of Spot-Color Proofing and meets the industry's most stringent quality and consistency requirements. The huge gamut covers paper type classes PT1, PT2 and PT3. The EFI CertProof Paper 6225XF is almost free of optical brighteners which minimises metamerism and reduces measurement errors in the profiling process. It is supplied with the EFI-FOGRA print on the backside. Naturally this media is compatible for proof creation according to ISO 12647-7. In addition IDEAlliance awarded EFI 6225XF with the SWOP/GRACoL certificate in combination with EFI XF and K3VM inks.

Photo Caption: GRACoL, Fogra and SWOP, now also PEFC

Trend-setting: Tecco's new ecological paper »EFI CertProof Paper 6225XF« is the world's first PEFC certified proofing paper. Furthermore it also has Fogra, GRACoL and SWOP certificates.

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