

Iberpapel unveils Go, its new high-quality paper grade

- **GO is a markedly white printing and writing paper grade, available in sizes A4 and A3 and in 90, 80 and 75g weights.**

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Iberpapel has launched GO, a new high-quality paper grade in the A4 segment. With GO, Iberpapel has rounded out its product proposition in the highest volume market segment in Spain. GO will enable Iberpapel to adapt to its customers' demands, reinforcing their loyalty, and in keeping with its strategy of focusing on garnering higher value added sales.

GO is a copy paper grade of the highest quality. It is notably white and is suitable for printers and other equipment as well as for correspondence. Other defining traits are its smoothness and opacity. It comes in sizes A4 and A3, and in 90g, 80g, and 75g weights. It comes with forest chain of custody certification attesting that it is made to FSC and PEFC sustainability standards.

Noteworthy among Iberpapel's manufacturing and commercial targets for 2010 are its strategic focus on the innovation, development and continual upgrade of its product range, striving constantly to attain the highest standards of quality and to consolidate its market positioning. Manufacturing and commercial flexibility are key differentiating factors at Iberpapel, enabling it to adapt to its customers' demands and to efficiently manage the production process.

For further information

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