

San Mauro Torinese, July 4, 2007

## **LARIUS**

Larius - the Burgo Group's premium paper is ideal for prestige communication.

**Type of paper:** A coated real art paper, available in gloss and matt satin finishes, as well as the Ivory satin version.

**Main technical features:** The exceptionally smooth surface, in the matt satin version, ensures extremely clear-cut printing results, with excellent printing gloss, even for the most demanding projects. Excellent brightness, superior gloss and opacity of the gloss version always ensure superb, clear and well-defined printing quality with impressive depth for images and bright, impeccable colour fidelity even for half-tones.

**Brief description:** This is the only real art coated paper made in Italy boasting the prestigious "Pro Art Imprimendi" brand-mark. Larius is the most exclusive coated paper from Burgo and combines supreme technical features with the passionate search for perfection. Class-topping quality is immediately perceptible simply by handling the uniform surface or admiring the impressive brightness. Yet it is in printing results that the features of Larius impressively come to the fore: the very high definition of images and vivid, bright and contrasting colours ensure maximum prestige for projects where the paper media itself has to ensure excellent results. This is why Larius is continually chosen for the most refined and demanding projects - such as the numerous editions of the "Number One" calendar: The Pirelli calendar - known world-wide as "The Cal" - demanding the very best quality criteria every year to produce an absolutely unique result.

Deluxe substances for prestige communication: The substances mostly used for this type of communication are 150, 170 and 200 gsm - blending superb mechanical features and excellent optical characteristics for unique printing results.

**Finishes:** finishes can be selected in relation to the emphasis of individual projects; if the emphasis is on pleasant, velvety surface touch and soft images where brightness contrasts with the surface of the paper, it is best to use the matt satin version; when, on the other hand, the highlight is on colour contrast, the depth and brightness of images, it is advisable to use the gloss version.