

WestRock

# Crescendo® C2S

**Superior aesthetics. Superior performance.  
Inside and out.**

Dual-sided printing that's second to none. That's what WestRock Crescendo® C2S delivers. A double coating on both sides offers excellent print performance for packaging. Furthermore, Crescendo C2S has a solid reputation for excellent runnability through converting. High brightness, clean white styling, and an ultra-smooth surface ensure your premium package applications deliver tremendous visual impact.

## Region

EMEA (Europe, the Middle East and Africa)

## Packaging uses

Beauty and Personal Care  
Premium Food Packaging  
Healthcare  
Media and Electronics  
Spirits  
Other Premium Packaging

## Product Classification

Solid Bleached Sulphate  
SBS Paperboard  
GZ

## What You Can Expect from Us

### Clean, White Styling

This distinctive clean-white shade delivers crisp colours and sharp contrast while maintaining optimal colour fidelity on press.

### Smooth Surface

Crescendo's smooth surface delivers a visual aesthetic that denotes high quality.

### Backside Coating

This is a true double-coating on the backside. You can expect an excellent surface for vivid colour and eye-catching graphics.

### Quality Tactile Feel

A unique fibre mix and finishing process results in high stiffness. So you can expect a finished package that feels as good as it looks.

### Superior Runnability

You can expect outstanding product uniformity and consistent graphics. Both of which help you optimise productivity and reduce waste.

### Fade Resistance

Paper shade is achieved using bleached fibre and colour-fast dyes to provide improved colour integrity and extended packaging shelf life.

## Additional Product Information

### Sustainability

Recyclable.

### Chain of Custody

100% PEFC Certified BMT-PEFC-0332

### 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 available.  
Kosher documentation 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 fibre.  
Meets heavy metal limits of the US Model Toxics in Packaging rules and Article 11 of EU Directive 94/62/EC.

## Grade Availability (EMEA) & Typical Properties

Crescendo® C2S

Grade Availability								Units	Method	
<b>Nominal Basis Weight</b>		220	260	295	320	345	375	440	gsm	T-410
<b>Caliper (pts)</b>		0.010	0.012	0.014	0.016	0.018	0.020	0.024	inches	T-411
<b>Thickness</b>		254	305	356	406	457	508	610	microns	T-411
<b>Moisture</b>		4.8	4.8	4.8	4.8	4.8	4.8	4.8	percent	T-412
<b>Internal Bond</b>		170	160	160	140	126	126	126	J/m <sup>2</sup>	T-569
<b>Stiffness</b>										
<b>Taber 15°</b>	<b>MD</b>	5.9	9.8	13.2	19.1	24	30.9	46.1	mNm	ISO2493
	<b>CD</b>	3.1	4.9	6.9	9.3	12.4	16.2	23.6	mNm	ISO2493
<b>L&amp;W 15°</b>	<b>MD</b>	122	216	298	439	557	722	1087	mN	ISO2493
	<b>CD</b>	63	105	153	212	286	378	558	mN	ISO2493
<b>L&amp;W 5°</b>	<b>MD</b>	10.3	18.3	25.4	37.4	47.4	61.4	92.4	mN	ISO5628
	<b>CD</b>	5.3	9.0	13.0	18.0	24.3	32.2	47.5	mN	ISO5628
<b>Parker Print</b>										
<b>Side</b>	<b>Wire</b>	1.0	1.0	1.0	1.0	1.0	1.0	1.0	µm	ISO8791
	<b>Felt</b>	1.0	1.0	1.0	1.0	1.0	1.0	1.0	µm	ISO8791
<b>Coated Side</b>										
<b>ISO Brightness</b>		91	91	91	91	91	91	91	percent	ISO2470
<b>GE Brightness</b>		92	92	92	92	92	92	92	percent	T-452
<b>CIE Whiteness</b>		122	122	122	122	122	122	122	percent	ISO11475
<b>Colour</b>										
<b>CIE</b>	<b>L*</b>	94.5	94.5	94.5	94.5	94.5	94.5	94.5	L*	CIELAB SCAN-P 72
	<b>a*</b>	1.9	1.9	1.9	1.9	1.9	1.9	1.9	a*	CIELAB SCAN-P 72
	<b>b*</b>	-8.0	-8.0	-8.0	-8.0	-8.0	-8.0	-8.0	-8.0	b*

Values are subject to change without notice.

For more information, please contact your WestRock representative or visit our website at [westrock.com](http://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.

© 2021 WestRock Company. WestRock® and Crescendo® are trademarks of WestRock Company. All rights reserved worldwide.

