



## **IS 4658:2019 SPECIFICATION FOR COATED PAPER AND BOARD (ART AND CHROMO)**

IS 4658:2019 is a standard that sets quality standards for **coated paper and board (art and chromo)**, commonly used for **high-quality printing** like magazines, brochures, and greeting cards. This paper comes in both **matt** and **gloss** finishes. These papers are generally used for fine decorative printing.

### **Key Quality Factors:**

- **Thickness and Substance:** The paper should have consistent thickness and weight.
- **Size and Tolerance:** The paper should be cut to the specified size with minimal variation.
- **Physical Properties:** The paper should have adequate **burst index** (resistance to bursting), **pick resistance** (resistance to ink picking), and **picking velocity** (speed at which printing can be done without picking).
- **Surface Properties:** The paper should have a smooth **surface** (measured by **Parker Print Surface** or PPS), appropriate **gloss** or **matt finish**, and good **brightness**.
- **Other Properties:** The paper should have good **stiffness** and **bulk** (thickness per unit weight). It should also have a suitable **pH level** and **Cobb value** (water absorbency).

### **Environmental Considerations:**

The standard also includes optional standards for **environmentally friendly paper** (ECO Mark). This paper should be made from **recycled materials** or **non-wood pulp** and should be produced using **eco-friendly processes**.

### **Testing and Compliance:**

The standard specifies various **test methods** to measure the quality of paper, including tests for thickness, substance, burst index, pick resistance, picking velocity, surface smoothness, gloss, brightness, stiffness, Cobb value, and pH.