



New magazine paper redefines printing

It's not every day that a new printing paper is launched, but Holmen has introduced a groundbreaking magazine paper that is whiter than conventional alternatives, delivering sharper photographic reproduction along with low carbon emissions.

Holmen Aspect is an exceptionally white, wood-containing paper designed to set new standards in magazine printing. Developed for the demands of a transforming market, it ensures sharp visual reproduction and an appealing page thickness even with a low gsm weight.

A new direction in print innovation

The new paper is engineered to be whiter than any conventional wood-containing magazine paper, unlocking fresh possibilities for publishers, designers and readers.

- The paper's enhanced whiteness allows photographic content in the high dynamic range to be reproduced with clarity, sharper contrasts and vivid detail.
- Thanks to the paper's smooth, matt surface, the magazine will grab attention while also providing a pleasant, glare-free reading experience.
- The paper offers superior opacity, so content won't show through to the other side of the page, even when a low gsm is used.

"Thanks to Holmen Aspect, premium content can now be printed more cost-effectively for brands in the high-end categories," says Christophe Irion, Segment Manager Magazines at Holmen Board and Paper. "We're proud to present a paper that not only prints beautifully but also helps reduce carbon emissions* and resource consumption across the value chain."

Benefits of fresh fibres

"Our mill and development teams continuously strive to maximise the potential of fresh fibre," explains Lars Åkesson, Product Manager for Graphical Papers at Holmen Board and Paper. "Since the natural strength of the fibres can be preserved in our production process, our papers achieve a quality and thickness normally associated with higher-grammage papers."

Holmen is one of the world's most highly respected paper producers, operating four flexible paper machines running around the clock in resource-efficient mills. The launch of Holmen Aspect underscores the company's role as a pioneer in lightweight high-quality graphical papers.



Responsible use of Swedish forests

The paper is produced using residual wood from sustainably managed Swedish forests and sawmills. Sweden's forestry model is recognised for its high wood quality, replanting practices and strong biodiversity protection. Modern forestry is designed to ensure long-term, healthy growth and minimise waste. Holmen aims to demonstrate how responsible choices create real impact.

“Our journey towards the magazine paper of the future starts in the forest. The paper we produce is perfect for publishers seeking exceptional photographic quality and a strong environmental profile. It's a step forward for both creativity and sustainability,” Christophe Irimon concludes.

For more information, please contact:

Christophe Irimon
Segment Manager Magazines
Holmen Board and Paper
christophe.irimon@holmen.com

About Holmen Board and Paper

Holmen specialises in paperboard and paper products made using fresh fibre from sustainably managed forests. This creates products with superior strength, flexibility and visual qualities – for everything from books, magazines and advertising to packaging for cosmetics, electronics, food and transport. Our market-leading solutions are perfect for conscious brands that value premium quality and close partnerships. Production and processing are based in Sweden and the UK.

www.holmen.com/boardandpaper



Christophe Irimon



Lars Åkesson

*) Holmen's paper mills have a carbon footprint benchmark that is around 800 kg lower than the industry average per tonne of paper, according to the Fisher Solve database for 2025 Q2, reporting on a cradle-to-gate basis (@ResourceWise).