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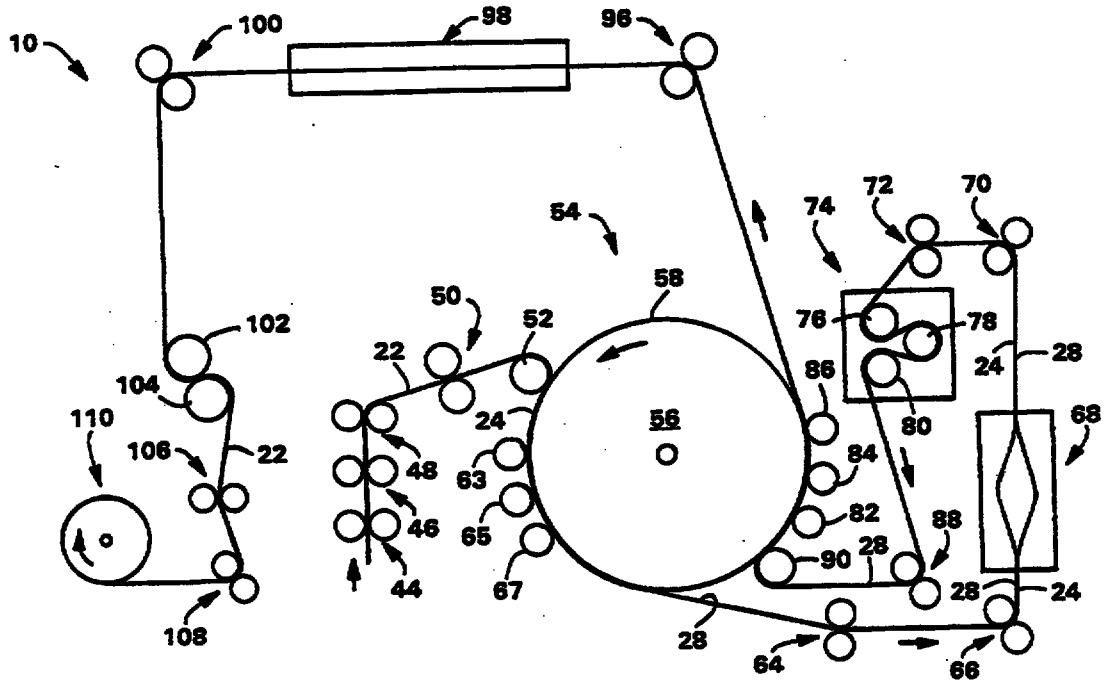

(57) Abstract

A low basis weight substrate (12, 22) is printed by a folded substrate, dual-sided printing process. The substrate is folded to present two printing surfaces (24, 28). The folded substrate (22) is then passed through a printing station (54) to have an ink pattern printed on one surface (24), and then is reversed to have a second pattern printed on the second printing surface (28). Any ink striking through one of the printing surfaces (24, 28) is collected by the other surface of the printed substrate (22).