

SELECTING THE APPROPRIATE *Paper* FOR YOUR PROJECT

.....

WHATEVER YOUR
PROJECT MAY BE,
PAPER SELECTION
WILL AFFECT THE
FINAL APPEARANCE
AND COST.
A BEAUTIFULLY
DESIGNED AND
PRINTED PROJECT
ON THE WRONG
PAPER CAN LOOK
FRIVOLOUS OR
UNPROFESSIONAL.

.....

Below is a brief summary of the categories of paper “stock” that we carry. Keep these categories in mind when selecting a paper stock. The “#” refers to the “weight” or “grade” of the paper.

Weight	Description	Suggested Uses
20#	Bonds are copier weight and work fine for one-sided fliers. They are the least expensive stock we print. We do not recommend 20# for self-mailers or two-sided pieces because the ink tends to show through.	One-sided flyers, Photocopies
24#	Stationery or writing papers are typically watermarked and are appropriate for letterhead, resumes, or other similar uses. These papers typically contain some cotton, and matching envelopes are usually available.	Letterhead, Stationery, Resumes
60# 70# 80# 100#	Offsets and text stocks are light-weight coated and uncoated stocks, but they are opaque enough to use for two-sided flyers, programs, booklets, newsletters or catalog pages. They also work well for tri-folded mailers.	Programs, Booklets, Catalogs, Brochures or Tri-folded mailers
67#	Vellum Bristols are the lightest-weight card stock we carry. These are acceptable for some postcard uses, but are not particularly firm and cannot be bulk mailed. They can be folded easily without scoring for program covers or similar items.	Postcards, Program Covers, Posters

Paper

Weight	Description	Suggested Uses
90#	Indexes are grades of card stock and have a smooth finish. They work well for index cards or postcards and hold up well in the mail. They can also be used for posters, tickets, covers, etc.	Posters, Postcards, Covers, Tickets
110#		
140#		
80#	These coated or uncoated covers are appropriate for any project that needs a heavier-weight card stock. Typical uses include business cards, invitations, note cards, and direct mail postcards. If designed well, this stock will make any photo or image pop.	Invitations, Note Cards
100#		
110#		

It is important to note that a higher weight does not automatically mean that the paper will be heavier than one with a lower number. For example, we carry a 100# glossy text stock that is actually less thick than a 67# Vellum Bristol stock. Please ask if you are unsure about the weight of a stock.

In addition, if your printed items must be capable of running through a copier or computer printer, consult with our customer service representatives to discuss which stocks and finishes will work best. Most stationery stocks are available with a laser-compatible finish, but it must be requested at the time the order is placed. Some stocks are inappropriate for use with printers and copiers. We are happy to provide samples of our house stocks to test in your printer before ordering.

Remember: If you're not sure which paper is best, our staff is here to help!