

# Paper Stocks Explained

## PAPER COATING

*Paper stocks can be enhanced by coatings. Common paper coatings include:*

**Gloss:** Gives paper a polished sheen and produces vibrant, crisp images

**Matte:** Offers a softer, glare-free sheen that's perfect for type-heavy pieces

**Velvet:** A soft, luxurious coating that feels amazing in the hands

**Linen:** Lends the look of woven linen to paper for an elegant finish

**Dull or silk:** A non-gloss surface that offers superior readability

*The best paper stocks for printing feature:*

- High opacity, which allows for heavier ink coverage
- High brightness, which makes inks more vivid
- High thickness, which offers stability
- Smooth surface, which quickly absorbs inks and minimizes ink blots and other imperfections

## **PAPER TYPES AND GRADES**

*Different types of papers and grades are best for different uses.*

*For example:*

- Uncoated offset paper is good for books and manuals, as well as uncoated business cards you can write on
- Opaque papers are good for marketing tools: business card printing, flyer printing and brochure printing
- Bond or writing papers are good for corporate identity pieces, such as corporate letterhead printing
- Text and cover paper stocks are excellent choices for both corporate identity and premium marketing materials

Parchment is a good choice for certificates

- Index paper is typically used for index cards
- Safety paper is used for coupons and checks
- Vellum Bristol is often used for door hanger printing
- Pressure sensitive paper stocks make good labels

## **100 LB. GLOSS COVER**

*A thick, premium cover stock with glossy sheen on both sides.*

- Brochures
- Booklet covers
- Comic book covers
- Coloring book covers
- Printing desk calendar covers
- Wall calendar covers
- Catalog covers
- Flyers
- Postcards
- Posters

## **80 LB. RECYCLED MATTE COVER**

*Eco-friendly, thicker matte stock with post-consumer material.*

- Brochures
- Flyers

## **100 LB. GLOSS TEXT**

*A thicker paper weight stock with glossy sheen on both sides.*

- Brochures
- Desk calendars (interior pages)
- Wall calendars (interior pages)
- Flyers
- Menus
- Newsletter printing
- Posters
- Sales sheets

## **70 LB. MATTE TEXT**

*Eco-friendly and lightweight matte text stock with post-consumer material.*

- Brochures
- Booklet interior pages
- Comic book interior pages
- Coloring book interior pages
- Wall calendars (interior pages)

## **70 LB. RECYCLED MATTE TEXT**

*Eco-friendly, lightweight paper stock with post-consumer material.*

- Flyers
- Menus (restaurant menu printing)
- Sales sheets

## **13-POINT MATTE COVER**

*Subtle, sophisticated paper stock with a matte finish.*

- Brochures
- Booklet covers
- Comic book covers
- Coloring book covers
- Business cards
- Catalog covers
- Flyers
- Greeting cards
- Pocket folder printing
- Postcards
- Posters

## **80 LB. 100% RECYCLED UNCOATED TEXT**

*An uncoated text stock comprised entirely of recycled materials for eco-friendly printing.*

- Brochures
- Booklet interior pages
- Comic book interior pages
- Coloring book interior pages

## **13-POINT 100% RECYCLED MATTE COVER**

*The ultimate eco-friendly paper stock, made entirely out of recycled materials.*

- Brochures
- Booklet covers
- Comic book covers
- Coloring book covers
- Bookmarks
- Business cards
- Wall calendar covers
- Catalog covers
- Flyers
- Greeting cards
- Postcards
- Wall calendar covers
- Posters

## **BRILLIANT WHITE 80 LB. LINEN TEXT**

*A bright white, linen textured paper stock comprised of 30% post-consumer material that's eco-friendly and perfect for full-color applications.*

- Brochures
- Business cards
- Letterhead
- Menus

## **NATURAL WHITE 80 LB. LINEN TEXT**

*A creamy white, linen paper stock that's smooth to the touch and best-suited for solid color designs.*

- Brochures
- Business cards
- Letterhead
- Menus

## **15-POINT VELVET WITH SOFT TOUCH COATING**

*A thick, premium cover stock with a fine, super-smooth finish that lends bold impact; one of the most luxurious and sophisticated paper stocks.*

- Booklet covers
- Comic book covers
- Coloring book covers
- Bookmarks
- Business cards
- Catalog covers
- Flyers
- Greeting cards
- Postcards
- Posters

## **80 LB. GLOSS TEXT**

*A lightweight paper stock with a glossy sheen on both sides.*

- Booklet interior pages
- Comic book interior pages
- Coloring book interior pages
- Menus

## **16-POINT C2S GLOSS COVER**

*A premium, ultra-thick paper stock with a glossy finish on both sides.*

- Bookmarks
- Business cards
- Flyers
- Greeting cards
- Postcards
- Posters

## **14-POINT C2S GLOSS COVER**

*Thick, standard weight cover stock with glossy sheen on both sides.*

- Bookmark printing for libraries and schools
- Business cards
- Event tickets
- Flyers
- Greeting cards
- Postcards

## **15-POINT VELVET COVER STOCK**

*A heavy, distinctive paper with a velvety smooth finish and classic semi-matte look.*

- Bookmarks
- Business cards
- Flyers
- Greeting cards
- Postcards
- Posters

## **14-POINT C1S GLOSS COVER STOCK**

*Thick, standard weight cover stock with glossy sheen on one side and one side uncoated for printing or writing.*

- Business cards
- Greeting cards
- Pocket folders
- Postcards
- Posters

## **ULTRA CARD STOCK**

*A triple-layered paper stock featuring 120 lb. textured ultra white eggshell on the outside layers and a 50-point (white) or 45-point (colored) inside layer.*

- Ultra business cards
- Ultra postcards



## **14-POINT UNCOATED COVER STOCK**

*A thick, premium cover stock with an uncoated, matte finish that's perfect for writing with pencil and ink.*

- Uncoated business card printing

## **STANDARD 70 LB. WHITE**

*High-grade, elegant stationery paper with white wove finish that's compatible with laser and inkjet printers.*

- Letterhead
- Memo pads
- Notepads

## **PREMIUM 24 LB. ULTRA WHITE**

*A smooth, professional-grade stationery paper that's compatible with laser and ink jet printers.*

- Letterhead

## **100 LB. LIGHT BROWN KRAFT**

*A high-quality, smooth Kraft paper stock with a rich, tan, repurposed look. Comprised of 30 percent post-consumer material, it's an eco-friendly option that offers a rustic look. Best for solid color or black-only printing.*

- Menus

## **100 LB. GLOSS COVER WITH UV COATING**

*A thick, premium paper stock with a glossy UV coating that makes colors more vibrant and protects your printed piece.*

- Printing sales sheets
- Restaurant table tent printing

## **100 LB. GLOSS COVER STOCK WITH AQ COATING**

*A thick, premium paper stock with a glossy aqueous coating. The coating is non-toxic and water-based, and makes colors vibrant while protecting your printed piece.*

- Sales Sheets

**NOTE THAT UV AND AQ COATINGS CAN BE ADDED TO MANY PRINTED MATERIALS; BOTH OFFER PROTECTION FOR YOUR PRINTED PIECES AND MAKE COLORS APPEAR MORE VIBRANT.**