

The paper you choose is important to the appearance and feel of your document. Below are definitions to help you with your selection.

Finish consists of the texture and look of a paper. These terms define a paper's finish:

Coated: A paper with a waxy finish (shiny or matte) on both sides.

Uncoated: A paper with an untreated surface that is dull and unreflective.

Coated One Side: A cover stock that is shiny on front and dull on back.

Kromekote: A premium ultra high gloss paper available in cover weights. Kromekote is available as coated on both sides and coated on one side.

Laid: Textured lines on the surface of the stock. This finish is used predominantly for corporate identity packages (letterhead, envelopes, business cards).

Linon: Textured lines on the surface of the sheet. Lines are finer than on Laid papers. This finish is used predominantly for corporate identity packages (letterhead, envelopes, business cards).

Laser: A paper guaranteed to be compatible with a copier or laser printer.

Paper thickness is measured in pounds.

Text: Text is a lightweight paper often used for publications, sell sheets and letterhead.

50 lb. Standard lightweight paper used for digital and laser printing

60 lb. Laser opaque sheet, one grade heavier than standard

70 lb. Heaviest Laser Opaque

80 lb. Coated stock, equal in feel to 24 lb. Finch Laser

100 lb. Coated stock, equal in feel to 28 lb. Finch Laser

Note: 50 lb., 60 lb., 70 lb., 80 lb., 100 lb. are measurements used for papers that are meant for offset printing.

Cover: Cover is a rigid heavyweight card, not easily folded, generally used for publication covers, business cards and postcards.

80 lb. Light weight coated cover

100 lb. Mid-weight coated cover, heavier than 80 lb.

12pt. Heavy weight coated cover.

Tips:

Gloss papers are generally used for brochures, company publications, catalogues, posters and postcards as well as four color business cards. Uncoated stock is best for letterhead, envelopes, business cards as well as newsletters and any documents that feed through a copier or laser printer.

We have several in-stock papers. Contact us about our current list of in-stock papers. Ordering special paper can delay the processing of your job by a few days.