

Some of the most commonly used paper types

Bond and Writing Normally used for letterhead and business forms, this paper is especially formulated to function well on typewriters, readily accept ink from a pen and erase easily.

Book and Offset The workhorses of the printing industry, these papers are mainly used for textbooks and commercial applications. They come in a wide range of weights and bulk and usually have an



antique or smooth finish. Offset papers have added sizing to adjust to surface picking and the moisture present in offset printing.

Coated Papers These are basically book papers and offset papers with an additional glossy or matte coating to produce striking, high-quality printed materials.

Text and Cover Text and matching cover papers are often specified by graphic designers who value the papers' unusual textures and special colors.

Index, Bristol and Tag These grades are known for their receptivity to ink and for their rigidity. Index and bristol are good choices whenever inexpensive, stiff stock is required. Tag stock is primarily used mostly for manufacturing tags.

The paper RE:Print recommends for each project is selected to meet the requirements of the job while remaining sensitive to the client's budget. Ask RE:Print to help you choose paper for your next project.



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RE:Print supports a wide range of software, including:

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Please ask if you don't see your software listed here! In addition to Windows applications, RE:Print also still supports some Mac files and certain older, DOS applications.

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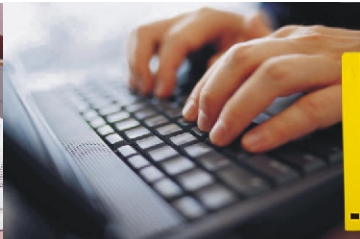
CHOOSING THE RIGHT PAPER FOR YOUR PROJECT



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Price is only one factor in determining overall paper cost. Your printed image represents you and your business. Inappropriate or bargain-priced paper can produce poor-quality printing that detracts from your image and can even lead to lost sales.

Factors to consider when choosing paper stock

Consider what you'll be printing. Black-and-white documents are different from color presentations and photography. Most digital printing is done on a good, multipurpose paper that will produce crisp blacks and strong colors. Here's a guide to some common paper terminology:

Weight. Paper weight is expressed in pounds (lb) or grams per square meter (g/m²). Most business paper is 20 to 24 lb (75 – 90 g/m²) bond. Cover and card stocks for laser or inkjet printers are usually between 60 to 65 lb (162 – 176 g/m²).

Thickness (Caliper). In North America, the terms "point" or "mil" are used to express thickness. Both equal one thousandth of an inch. (The metric measurement is micrometers). Generally, thicker media will be stiffer and will resist creases and tears. Different printers and digital copiers have different limits on the thickness of paper that they can use. Thicker stocks must sometimes be scored to provide a clean fold.

Brightness. A higher brightness value means that more light is reflected from the surface of the paper, providing crisper text with better contrast and a brighter background for color and images.

Whiteness. Whiter papers produce sharper, more vibrant colors for photos or presentations, but you must also consider the printing process. The toner in laser printers is opaque and it is fused to the surface of the paper. Ink is translucent. Light passes through ink and bounces back from

the paper stock, passing back through the ink to the eye. The color and reflective qualities of the paper stock will change the way you perceive the color of an ink.

Opacity. Opacity describes how well the paper blocks the passage of light through it. Highly opaque media prevent print on one side from showing through to the other side – ideal for brochures, newsletters, manuals, calendars and other applications.

Finish. Finishes for laser and inkjet papers are becoming increasingly sophisticated, with numerous choices for a variety of applications. They range from matte to glossy, with lessening degrees of glossiness, sometimes described as semi-gloss, soft-gloss or satin-gloss. Many people prefer the mirror-like finish of high-gloss media for color photographs, and smooth matte finishes for black-and-white photographs and business documents.

Paper weight conversion chart

This chart lists some common weights for papers used in business and printing. Paper weights increase as you go down the chart.

| Weight (g/m ²) | Bond (offset) | Book | Cover | Tag | Index (card stock) | Point (mil) |
|----------------------------|---------------|-------|-------|--------|--------------------|-------------|
| 75 g/m ² | 20 lb | 50 lb | | | | |
| 90 g/m ² | 24 lb | 60 lb | | | | |
| 105 g/m ² | 28 lb | 70 lb | | | | |
| 120 g/m ² | 32 lb | 80 lb | | | | |
| 165 g/m ² | | | | 100 lb | 90 lb | |
| 175 g/m ² | | | 65 lb | | | |
| 200 g/m ² | | | | 125 lb | 110 lb | |
| 215 g/m ² | | | 80 lb | | | 10 pt |
| 255 g/m ² | | | | 150 lb | 140 lb | |
| 262 g/m ² | | | | | | 12 pt |

*g/m² = grams per square meter



Caution: extremely smooth, shiny or coated papers that aren't specifically designed for certain kinds of printers can cause jams, repel ink – or the coating can even melt inside your printer!

Surface. Glossier papers provide better reproduction of crisp lines and intense colors, but the glossiest papers are very susceptible to fingerprints. Consider matte papers for materials such as presentations and brochures that will be handled often.