

Choosing the right paper

Coated or Uncoated?

Coated paper is most vibrant for 4-color processes.

Uncoated papers are preferable for black-and-white pictures and for heavy text.

Weight?

Use lighter weights for pieces that will be folded.

Heavier weights for flat pieces such as posters or for covers.

Paper Weight	Description	Used mainly for:
20# bond	Lightest weight - like the paper used in your copy machine	Inexpensive Flyers General single-sided copying
70# text	Slightly heavier more color choices than 20# two-sided (duplex) copying (text won't show through)	Folded Brochures Flyers Insides of Booklets
65# cover	Heavier than 70# text Provides more durability	Flyers Covers for Manuals or Saddle Stitched Booklets
80# text	Listed under specialty papers	Full color brochures
80# cover	White paper	Post Cards Covers for Manuals (not stitched)
110# index	Card Stock	Flyers needing durability Tickets

If you're still not sure, choose CUSTOM and describe what you need in the space for Other Information or Instructions, or give us a call at 3325.