



When it comes to printing, one of the first things you need to decide is which paper type you choose.

Weights

80–100 gsm – used for stationery, text for magazines and booklets, flyers and brochures

120–170 gsm – used for text for booklets, flyers and brochures

200–250 gsm – ideal for magazine and booklet covers

280–420 gsm – used for cards of all sorts and book and booklet covers

Types

Coated paper stock has a surface sealant which allows for crisper printing, particularly photos, gradients and fine detailed images. Coated stocks have numerous sheen options, such as gloss, matte, dull and satin finishes:

Gloss coated papers have a high sheen, as those typically seen in a magazine. They have less bulk and opacity and are less expensive than a dull and matte paper of equal thickness.

Dull finish coated papers have a smooth surface that is low in gloss. Dull coated papers fall between matte and glossy papers.

Matte coated papers are a non-glossy paper with very little sheen and a flat appearance. Matte papers are more opaque, contain greater bulk, and are higher in cost.

Uncoated paper stock has not been coated with surface sealants. Inks dry by absorbing into the paper. Uncoated papers are available in a variety of smooth and textured surfaces, such as “linen”.