

**OUR DIFFERENCE
IS IN THE DETAILS**

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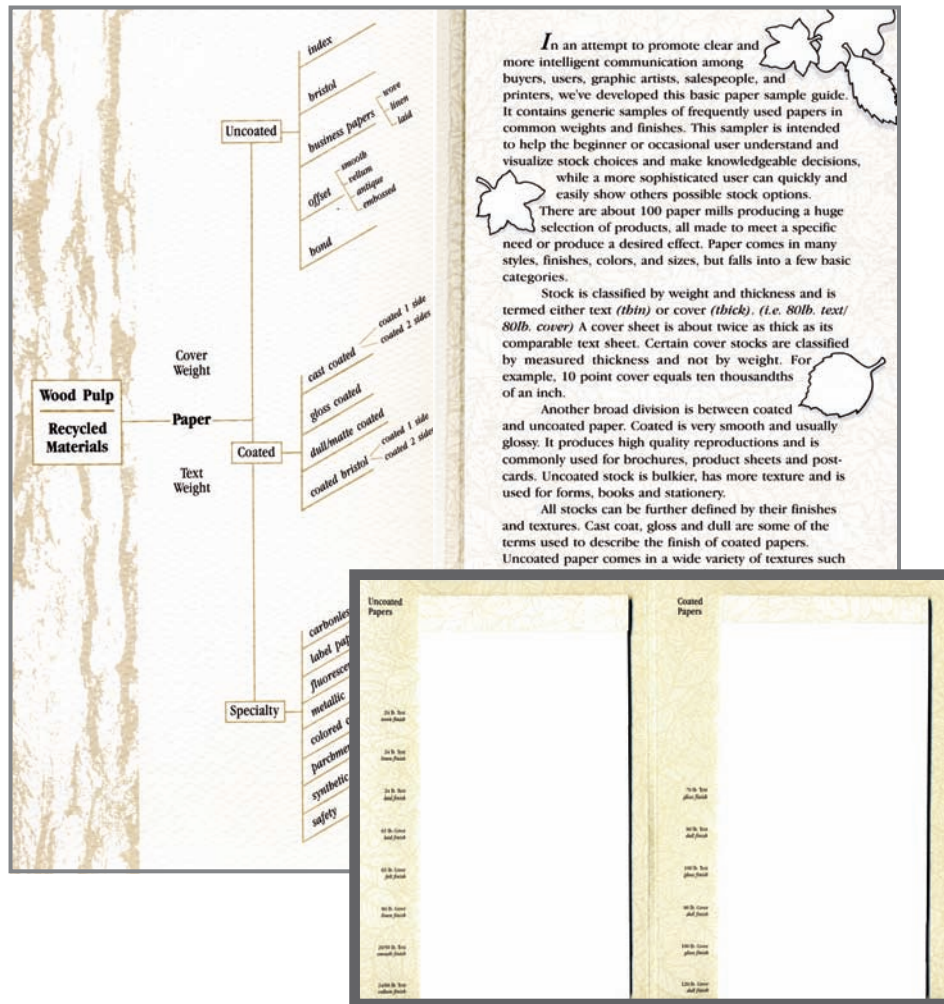
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Paper Guide

Paper is a complex and confusing subject. The Inkwell has produced a tool to foster better understanding of the subject. *A Basic Guide on Paper* contains samples of many common paper weights and both coated and uncoated finishes.

The guide makes it easy to see and feel the difference between text and cover stocks. See what “felt” looks like or compare dull, gloss and cast coated papers.

The guide is *free*, just call 908-272-8090 or email your request to liz@theinkwellusa.com.



Wood Pulp
Recycled Materials

Paper

- Cover Weight
 - Uncoated
 - index
 - bristol
 - business papers
 - more
 - heavy
 - light
 - offer
 - smooth
 - velvet
 - antique
 - embossed
 - bond
 - Coated
 - cast coated
 - coated 1 side
 - coated 2 sides
 - gloss coated
 - dull/matte coated
 - coated bristol
 - coated 1 side
 - coated 2 sides
- Text Weight
 - Specialty
 - carbonize
 - label paper
 - fluorescence
 - metallic
 - colored
 - parchment
 - synthetic
 - safety

In an attempt to promote clear and more intelligent communication among buyers, users, graphic artists, salespeople, and printers, we've developed this basic paper sample guide. It contains generic samples of frequently used papers in common weights and finishes. This sampler is intended to help the beginner or occasional user understand and visualize stock choices and make knowledgeable decisions, while a more sophisticated user can quickly and easily show others possible stock options. There are about 100 paper mills producing a huge selection of products, all made to meet a specific need or produce a desired effect. Paper comes in many styles, finishes, colors, and sizes, but falls into a few basic categories.

Stock is classified by weight and thickness and is termed either *text (thin)* or *cover (thick)*. (i.e. 80lb. text/ 80lb. cover) A cover sheet is about twice as thick as its comparable text sheet. Certain cover stocks are classified by measured thickness and not by weight. For example, 10 point cover equals ten thousandths of an inch.

Another broad division is between coated and uncoated paper. Coated is very smooth and usually glossy. It produces high quality reproductions and is commonly used for brochures, product sheets and post-cards. Uncoated stock is bulkier, has more texture and is used for forms, books and stationery.

All stocks can be further defined by their finishes and textures. Cast coat, gloss and dull are some of the terms used to describe the finish of coated papers. Uncoated paper comes in a wide variety of textures such

Uncoated Papers

Coated Papers

Design / Layout
Copyediting
Retouching
Wide Format
Digital / Offset
Specialty Printing
Bindery / Fulfillment
Mailing Services
Total Project Management