

About Paper

We use superior quality papers in all our print work. Most of the papers we use are bright white (88 brightness and above), and all of them are highly reliable with consistent surface quality for above average color reproduction.

Coated and Uncoated Papers

Most of the papers that we use are coated. Paper coating refers to a suspension of pigments in a clay-like binding that is applied to the surface of the paper at the mill. Coated papers produce fine definition in printed images and allow for a high degree of color fidelity. Coatings are applied by paper manufacturers to various degrees for glossy, dull, velvet, satin, or matte finishes. Matte coated papers have a similar feel to uncoated, but have the advantages of coated sheets noted above. We also use uncoated papers for letterhead, notepads, some brochure orders, since uncoated sheets feel more traditional and are better suited for writing or laser printing.

Paper Grades

For different applications, different paper grades are used. We use five different grades of paper: Bond, Writing, Book, Cover and Card.

Bond and Writing papers are usually used for letterhead, business forms and copiers. We use bond and writing papers for our letterhead products. Products printed on these types of papers can be used in laser and inkjet printers.

Book papers are the most commonly used paper, both coated and uncoated, for most print applications. In book weights, you can choose gloss coated paper for all products (such as data sheets, brochures and posters).

Cover papers and card stock are used when greater bulk is required, such as for postcards. You can choose cover weight and card weight papers for many products, such as brochures, posters, data and sell sheets, and postcards.

Paper Weight

Paper weight is determined by the weight of 500 sheets of paper cut to a "basis" size. For example, 500 sheets of 20 x 26" 80# cover paper weigh 80 lbs. We use 80# and 100# text weight papers, and 100# cover weight papers.

For card stock, paper weight is often determined in "points." A point in paper weight is equivalent to 1/1,000 of an inch. Most of our cards are run on 12 point stock, which means that the sheets are 12/1000" thick.

FAQ about paper

How heavy is that paper?

Did you know that 24# Writing paper, such as Classic Crest, which is commonly used for letterhead, is thicker than 100# gloss text paper?

The weight and thickness of paper is often a source of great confusion for print buyers, so here is a basic explanation.

Paper is sold in different grades. Each grade has a basic (standard) size. Common grades and their sizes are: Bond (17 x 22"), Writing (17 x 22"), Offset (25 x 38"), Coated & Uncoated Text (25 x 38"), and Coated and Uncoated Cover (20 x 26").

A paper's weight designation is calculated by the weight of 500 sheets cut to the basic size for its grade. So 500 sheets, 20 x 26", of 100# Centura Gloss Cover, for example, weighs 100 lbs.

Paper thickness is known as "caliper." Classic Crest 24# writing paper has an approximate caliper of 5 mil (5/1000 of an inch); 500 sheets cut to 17 x 22" weighs 24 pounds. 100# Centura gloss text has a caliper of about 4.6 mil; 500 sheets of this paper cut to 25 x 38" weighs 100 pounds.

A sheet of 24# Classic Crest and a sheet of 100# Centura Gloss Book cut to the same size are about the same thickness, but the Centura weighs twice as much!

Why are some papers described in "points"?

A point in paper weight is equivalent to a mil (1/1000"). The point is an easy designation because it refers strictly to the thickness of the paper, not its weight. Points are important for postcard mailing, since the U.S. Postal Service requires a 7-point minimum thickness for postcards.

For this reason, we refer to "points," not "pounds," in the card ordering sections of Savoirprint. We print postcards, folding cards, greeting cards and business cards on 12-point card stocks.

More on Paper Grades

Paper is defined in terms of its use, hence the designation of different paper grades.

Bond and Writing Papers are commonly used for letters and business forms. Generally, their surface can be written on and erased. Most high quality papers used for letterhead are also inkjet and laser printer compatible.

Coated Papers are used for high print quality because of their greater smoothness and uniform ink receptivity. Coatings come in many forms, including gloss, dull, satin, and matte.

Book Papers are commonly used for sell sheets, data sheets, brochures, and general printing applications. Of late, the terms "text" papers and "book" papers have become interchangeable.

Cover Papers complement book papers in heavier weights to provide dimensional stability, durability, good scoring and folding, etc.

Card Stocks have outstanding stiffness and excellent surface quality to resist the rigors of handling and mailing. Many card stocks are also receptive to writing inks.