



# SHULMAN PAPER

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## HOW TO BUY PAPER

When deciding on what type of paper to use and purchase for a project or particular printed piece the following characteristics need to be considered:

### PROCESS

First one must decide on the printing process they will use. Understanding how the material will be used or displayed is one of the most important steps to helping determine which process would be best and proper paper selection. Offset, letterpress, inkjet, foil stamping, engraving, embossing, scoring, die cutting, hole-punching, paneling, and mounting are some of the processes to consider. The type of paper selected is always determined by the end use of the printed piece first to help narrow down one's choices.

### PAPER TYPE

There are several types or "grades" of paper available with bond, text, cover, and writing being the most common. Paper types are categorized by their base weight, which is the density of a specific size of a sheet of paper to how many pounds one ream weighs at its basic weight. The USA uses basis weight, while other countries use the metric equivalent grammage weight known or referred to in the paper industry as gsm, (grams per square meter).

### BASIC WEIGHT

Paper comes in several different basis weights, which is how heavy or thick a paper is and is rated in pounds. For everyday printing, a 20lb paper is suggested unlike for business printing, paper 24lbs and higher are recommended. When printing double-sided projects or images that will have a lot of ink coverage, heavier papers in text and cover are recommended because there will be less bleed through of the ink.

### BRIGHTNESS/ OPACITY/ COLOR

A paper's brightness is how white or reflective it is. The lower the brightness in the paper the more contrast one will see between the paper and ink. A paper's brightness is rated on a scale of 1 to 100 with 80 being the lowest commercial grade and 100 the highest. Rule of thumb is the brighter the paper the better. A paper's opacity is the degree to which light passes through the paper, which displays its translucency. The better or more expensive the paper grade the higher it's opacity and durability for printing.

### FINISH/TEXTURE

Another factor to consider when purchasing paper is the finish or texture. Texture is known as the surface or smoothness of how the paper looks and feels. A paper's texture is important to consider because it affects how ink is deposited and spread onto the paper during the printing process. A general guideline to follow is smoother papers work better for inkjet and laser printers, while more textured papers such as wove, linen, and laid are better for letterpress and engraving.

### SIZE

There are usually many different sizes available in paper and if the particular size one is looking for is not available, the paper can always be cut, or a comparable paper could be suggested.

### GOING GREEN

There are also many papers that are recycled or made from partially or wholly used paper, paper waste, and fiber. These are usually referred to as 100% PCW or Post Consumer Waste that are environmentally friendly.