



UNDERSTANDING PAPER

Standard Stock

Gloss

Coated with clay, white pigments, and a binder.
Gloss stock is what it says, glossy.
It is not ideal to write on, many pens will not work & if they do then smudging is a high risk.

Ideal for leaflets, posters, brochures etc that do not to be written on.

Silk

Coated with clay, white pigments, and a binder.
Silk stock has a sheen to it, but not as much as Gloss.
You can write on silk with many pens, although smudging is a risk.

*Ideal for leaflets, brochures, folders etc.
Ideal if job is to be laminated.*

Uncoated

Not coated.
Can be written on easily.
Suitable for use in desktop / laser printers.
Types include bond & laser bond.

Ideal for letterheads & business forms etc.

Weights

The following are guidelines only, to help your choice in the weight of stock:

100 - 120gsm
130 - 250gsm

Suitable for letterheads & business forms
Suitable for leaflets, brochures etc

200gsm

Ideal minimum weight for die-cutting

300 - 350gsm
350 - 400gsm

Suitable for postcards, brochure covers etc
Suitable for business cards

400gsm

Cannot be used for digital print