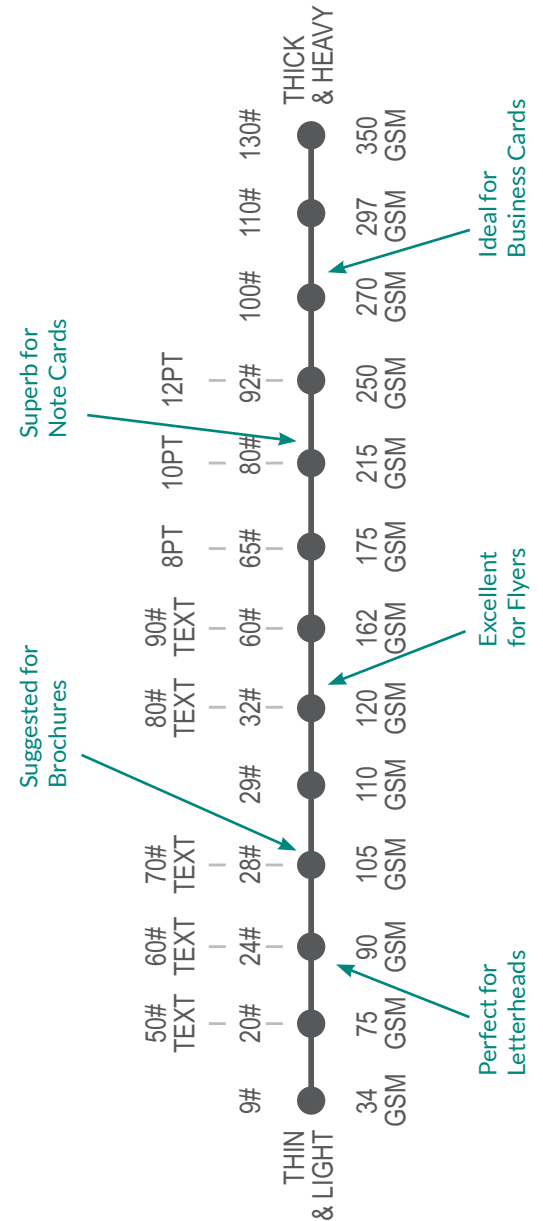


Paper Weight Reference Guide

When selecting paper stock for a project, it's important to keep in mind the equivalents of each paper. The chart below will be able to tell you how thick the paper will be and guide you in making the right selection.

Paper Weight Guide

Bond Ledger	Text Book	Cover Cardstock	Index	Pt
16	40	22	33	3.2
18	45	24	37	3.6
20	50	28	42	3.8
24	60	33	50	4.8
28	70	39	58	5.8
29	73	40	60	6
31	81	45	66	6.1
35	90	48	74	6.2
36	90	50	75	6.8
39	100	54	81	7.2
40	100	56	83	7.3
43	110	60	90	7.4
44	110	61	92	7.6
47	120	65	97	8
53	135	74	110	9
54	137	75	113	9
58	146	80	120	9.5
65	165	90	135	10
67	170	93	140	10.5
72	183	100	150	11
76	192	105	158	13
82	208	114	170	14
87	220	120	180	15
105	267	146	220	18



Paper Weight Reference Guide

The weight of a paper refers to its thickness and is typically measured in pounds (such as 20#) and points (such as 10 pt). The higher the number, the thicker the paper for that “type” of paper. Paper weights in commercial printing can be very confusing. For example, a sheet of 20# bond (probably what you use on your inkjet printer) is about the same thickness as a sheet of 50# offset.

Listed below are attributes that factor into paper weight and thickness.

Attributes

Writing – A letterhead-weight stock, typically 24# or 28# writing, and often has a watermark.

Text – Is thicker than a writing paper, but not as thick as a cover paper (card stock). Text-weight paper is usually a 70#, 80# or 100# text.

Cover – Cover stocks are heavy in weight, rigid and not easily folded. Common weights for cover stocks include: 65#, 80#, 100#, 120#, and 12pt.

Bond – Bond paper is made up of cotton rags or cotton textile fibers, which gives it a thicker, more substantial texture. High-quality bond paper is composed of anywhere from 20% to 100% cotton rag fiber, which gives the paper its durability. This type of paper is

stronger than paper which made solely from wood pulp. Because of its unique composition, bond paper has a specific weight. Bond paper weight (or thickness) is at least 20 lb bond weight or 50 lb text weight.

Grams Per Square Meter (GSM) – GSM is how manufacturers and printers identify the measurement of paper. The higher the GSM, the heavier and thicker the paper.

Tip: When in doubt, request a stock sample.

Things to Note

- A high wood fiber content can increase the thickness and weight of paper.
- To achieve certain visual and tactile results, some paper processors include additives to the pulp.
- The type of processing used can affect the density of the paper, with a higher-density pulp creating thinner paper and a lower-density pulp creating thicker paper.

Weight is important in print because the wrong weight of paper can lead to issues while printing. For example, if you choose a very light paper for a brochure, you may be able to see through the sheet which ruins the look of the print on both sides.



Paper Weight Reference Guide

Understanding How to Use the Chart

Bond, Text, and Cover are usually in lb (#). Sometimes they can be referred to in points (pt).

Let's say that the short run brochures offer:

- 100 lb. Gloss Book
- 100 lb. Matte Book
- 80 lb. Gloss Cover
- 80 lb. Matte Cover
- 80 lb. 100% Recycled Uncoated Text
- 80 lb. 100% Recycled Uncoated Cover

Numbers can be deceiving with paper weights, which is why it's important to refer to the chart. For example, the 100 lb. book stock can equate to 54 lb cover, while the 80 lb. cover can equate to 146 lb. book. This means that the 80 lb. cover can be about 45% thicker than the 100 lb. book.

The recycled 80 lb text (aka book) can be equivalent to roughly a 44 lb. cover. So the two recycled stocks, while the same weight, can be different thicknesses.

How to Read a Stock Name

Have you ever received a sample of paper stock and wondered what all the numbers and colors mean on the label?

Here is a guide to reading the stock label so you're not left wondering.

Sample: 100# Neenah, Classic Crest, Cover, Solar White, Smooth

Labels Explained:

Basis Weight	100#
Paper Mill	Neenah
Brand	Classic Crest
Weight Type	Cover
Color	Solar White
Finish	Smooth

Sample: 80# Mohawk, Strathmore, Text, Bright White, Super Smooth

Basis Weight	80#
Paper Mill	Mohawk
Brand	Strathmore
Weight Type	Text
Color	Bright White
Finish	Super Smooth