

4 Things You Need To Know About Paper

(and print)



IT'S DIVERSE

From Business Papers to Cover Stocks and Specialty Finishing. Whatever your need, there is a paper for you.

- Paper can be made from various sources. Some of the most common are hardwood trees, softwood trees, cotton, or other plant materials. Each material gives the paper distinct qualities and affects cost.



PAPER CHOICE MATTERS

Every aspect of the paper will affect your final product.

- Printing ink is transparent so any colored stock, even slightly off-white, will alter the final color of the print.
- The weight, finish, and coating of your paper determine which printing applications are possible. For example, a thick stock may not be able to pass through a digital press but may work for other print applications, or some machines might only work with coated paper.
- All sample books have an area to read which print application is best for each stock.

PAPER KNOWLEDGE SAVES MONEY

When purchasing paper, understanding the specifics is vital.
Ask these questions when considering a specific stock.

- Is the paper requested from the mill, or is it readily available?
 - Is the paper already converted to the size I need?
 - Is there a similar stock, weight and finish, at a lower price?
- Are samples available for test runs before the stock is purchased?



IT'S SUSTAINABLE

USA paper production supports sustainable forest management.
Source - TwoSidesNA.org & Clappitt Paper Company

- We grow more trees than we harvest.
- Paper is recycled more than any other material in North America.
- Over the last 50 years, the volume of trees has increased by 49%.
- The forest products industry is a leader in the production of renewable energy.



TERMS TO KNOW

- Substrate** - The material your design is printed on. This includes paper, plastic, film, glass, metal, fabric, etc.
- Paper Finishing** - Refers to the surface of the paper. Glossy, matte, smooth, or textured, these are all factors in a paper's finish.
- Greenwashing** - Misleading claims that promote switching from paper to electronic, because it's better for the environment.

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