



## I. CHOOSE THE PAPER FOR THE MACHINE

### STANDARD COPY PAPER

Regular copy paper is the least expensive and works fine for everyday use in both high-speed copiers and plain paper fax machines. The most popular weight is 20 lb. For a heavier feel and greater opacity, choose 24 lb.

### MULTIPURPOSE PAPER

When appearance is not critical, such as for drafts and faxes, this is the most cost-effective choice for use in inkjet printers as well as laser printers and copy machines. In fact, it runs smoothly in all office machines and produces a better result than standard copy paper.

### LASER PAPER

Especially engineered for today's laser printers, these papers are smooth enough to ensure superior toner bonding. They are thick enough to resist jamming. And their low moisture content means they won't curl with the heat from the fusing roller.

### COLOR COPY PAPER

These papers are specially coated to produce excellent results from color copiers and color laser printers. They have the surface characteristics needed to handle the often heavy application of color toner, with less show-through of text or graphics.

### INKJET PAPER

The surface characteristics of these papers allow water based inks to quickly dry without bleeding. This reduces the chance of smearing and allows sharper image resolution.

### INKJET PHOTO PAPER

These specialty papers are heavier and thicker than typical business papers to accommodate the greater ink coverage of photo images. They are coated to reduce ink absorption, and their greater opacity prevents bleed through, which is especially important in double-sided printing. For a true photographic look, choose a high gloss finish. For a softer, nonreflective look, pick a matte finish.

### RECYCLED PAPER

Better paper-making technology, such as stronger fiber and improved pulp, has meant a continuing improvement in the quality of recycled papers. In fact, now recycled and virgin stocks are almost indistinguishable. Today, the federal government spurs the conservation of our country's resources by requiring a minimum of 30% post-consumer content in copy paper for their use. It publishes a list of the many recycled papers that meet this requirement, are free from lint and fuzz, and produce no more than one paper-caused jam per 5,000 continuous copies.

# Select the Right Paper for the Application!

## II. BASIS WEIGHT

Bond paper weight comes from weighing 500 sheets of 17" x 22" paper. If it weighs 20 lbs., then it is common. Also other weights in bond papers (24, 28, 32, etc.) are measured the same way. Greeting cards, business cards and cover papers are generally in the range of 60 to 79 lbs. Usually the application determines the paper weight most suited. Photo paper and card stock are examples of items where thickness is important. Thickness is usually expressed in "mil" (or .001 inch).

## III. BRIGHTNESS



The amount of light reflected from the surface of paper is its brightness. The more light, the higher the brightness value. The brighter the paper, the better the background for vivid images and color. Different measuring scales cause confusion, but the higher the reading, the higher the brightness. (GE Brightness has readings up to 100%; ISO-D65 brightness has readings up to 116+).

### APPROXIMATE COMPARISON OF THE BRIGHTNESS SCALES

GE Brightness	90	92	94	95	96	98	99
ISO Brightness	101	102	105	108	112	114	116

‡Too large, heavy or fragile to ship UPS – LS