

Paper & Finish

Art & Design

Weight, coating and grain, and how each changes the way ink sits.

Weight in gsm; everything else changes the surface.

Choice	What it does
80-120 gsm	Letterheads, book text, flyers
130-170 gsm	Posters and brochure covers
250-400 gsm	Cards, covers, packaging
Coated gloss	Sharp images, high contrast, shiny
Coated matt	Sharp images, no glare, softer
Uncoated	Ink spreads, warmer, takes writing
Grain direction	Fold along the grain, never across

Ask for a paper dummy before committing. Weight, opacity and bulk are three different things, and only one is on the label.