

# Quick Guide to Paper Thickness & Finishes

## How do you make sure your business cards don't crease and your letterhead isn't doubling your postage costs?

**Choosing the right type of paper, and the right finish, is key to ensuring suitability and durability of your finished products but with so many options and a wealth of jargon, understanding your choices can be tricky. Here's our plain English guide to help you make the right decision.**

### Paper Weight

Paper quality is determined by its thickness and is measured in grams per square metre (gsm)

### Weight Best For . . .

80 - 120gsm	Letterheads and notepads. This paper is thick enough for daily use and more cost effective than heavier weights.
130 - 170gsm	Flyers, posters, leaflets and the inside pages of brochures. Being slightly thicker, this paper is sturdier and able to stand up to more rugged uses. The extra weight also makes it feel a little more luxurious.
200 - 250gsm	Brochure covers, flyers and folded leaflets. Feels more like a thin card so is great for items that need to stand up to more vigorous usage. Its robust but thin enough to remain cost effective.
300 - 350gsm	Postcards, business cards and folders. Since it is more difficult to fold heavier papers they are great for things that need to retain their shape throughout regular use.
350 - 400gsm	Premium folders and business cards. People often associate weight with quality and value when it comes to paper and cards so this is a great option for when you need to convey that gravitas
400gsm +	This is ideal for specialist or bespoke jobs where you want to create the 'wow' factor.

### Finishes

**There are two main types of paper finishes and they fall into the category of coated or uncoated.**

Coated paper has been treated with a surface sealant to give the paper certain qualities. Since the coating on the paper reduces its ability to absorb the ink it results in cleaner, crisper printing and provides excellent colour definition.

#### Coated types can be:

Gloss - has a high sheen

Matte - non-glossy and more flat looking.

Silk - or 'Satin' has a less glossy than gloss but still has a slightly higher sheen than matte.

**Uncoated paper:** in contrast, lets the ink soak into it so the colours when printed are generally less vivid. However, it is still popular in certain industries and situations because of the connotations associated with the look and feel of the paper. Most commonly used is Wove or Smooth which has a very smooth surface and is ideal for use in office printers and photocopiers.

There are also many other specialist textures and finishes available for a more unique look and feel, which is where working with a print specialist will help.

**For all your print queries, talk to us.**

**We aim to solve all your print, design and promotional needs no matter how large or small.**

**Call us on 01642 223399 or email [sales@teesprint.co.uk](mailto:sales@teesprint.co.uk)**