

PAPER

weights & uses

A QUICK START GUIDE FOR PICKING
THE PERFECT PAPER FOR YOUR NEXT
PRINT PROJECT

BUSINESS CARDS	one of the most personal marketing pieces available, so its based on preference. START AT 110#
ENVELOPES	every day use envelopes 24# official company letterhead/envelopes 80# TEXT / 80# COVER
TRI-FOLDS	everyday sales piece/high-end sales piece 100# GLOSS TEXT / 80# COVER
SINGLE SHEETS	custom stand-alone slick sheet 100# TEXT
BROCHURES	standard brochure 80# COVER
POST CARDS	direct mailers, promo pieces 100# GLOSS COVER
CD/DVD COVERS	standard custom covers 80# GLOSS TXT
WEDDING/GRAD ANNOUNCEMENTS	high-end for life's big events START AT 100# COVER