

Best Paper Types for Printing

No matter what you're printing or how great your design is, if you have a bad print job your investment will be wasted. How terrible it would be to spend time and money developing an incredible marketing piece, only to have it ruined by a poor print job! If you want your print marketing materials to lead the pack, you've got to look better than the rest. Printing brochures, calendars, postcards, flyers, and other promos with high-quality inks on state-of-the-art printing presses is only part of the equation; when you add superb paper to the mix you've invested in an outstanding publication that's primed to get results.



Choosing the best paper type for your project doesn't have to be difficult. It starts with understanding why paper is such a crucial element. Your customers equate the quality of your marketing with the quality of your products and services, so to have a high-quality promotional package suggests you have a high-quality business. People want to purchase from high-quality businesses.

Paper type considerations



You also have to know what makes a high-quality paper stock. This often depends on the piece itself - 100-pound gloss text is great for brochures, while 24-pound synergy bond is best for letterhead. Still, there are some conventions you should follow:

The more prestigious the piece, the thicker the paper. This doesn't mean you're folded brochures should be like cardboard, but adding thickness to your paper can lend credibility and esteem.

White paper is best for most applications, since color can be printed.

Postcards are best printed on 13-point and 14-point paper, brochures on 70-pound to 100-pound cover or text stock. For everything else, get recommendations from Spectrums [request printing price quote](#) icons.

Paper stocks with a gloss finish are well suited for grabbing attention with a flashy delivery, since the gloss helps colorful designs pop off the page.

Matte stocks are a good choice for a more subtle appeal, perhaps suggesting exclusivity.

Special coatings such as aqueous and UV further enhance printed promotions by adding a layer of brilliance and protection.

If you're a green company, look for eco-friendly 100 percent recycled matte paper stocks. This can also be very important to your customers

It's a good idea to know what kind of paper you'll be printing on before you design your projects, so you can tailor your design to match the paper and finish. Sleek, smooth paper might benefit a sleek design; while a soft matte might be great for a subdued theme. Ask your printer for free paper stock samples before you settle on one so you can literally get a feel for what it's like in your hands. Great paper stocks feel strong and stable, vicariously lending these same attributes to your products and services.

Choosing the best paper type for your promotions takes some consideration, but it doesn't take long to acquire the knack. Do the legwork now, so when you send your next promotion out the door you can be proud of your work and confident knowing you've given your direct-marketing materials the attention they need to sell for you.

About Us

Since 1985, Spectrum has provided better printing and service to nearly 5000 small business marketers, business owners and graphic designers. Spectrum combines state-of-the-art capabilities and the industry's best digital and offset sheet fed and web printing equipment with experienced print professionals and color specialists to deliver quality, consistent color matching and 99.8 percent on-time delivery. By offering a 100 percent customer satisfaction guarantee, Spectrum also stands behind every order, every time. Spectrum is your success story!

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