

Presents

Understanding Paper Weights

GSM*	Weight	Description
74	20 lb bond/50 lb text	Most often found in your everyday copy machine.
90	24 lb bond/60 lb text	Generally multipurpose paper used in the office printer. Also the most popular business letterhead or stationary weight.
105	28 lb bond/70 lb text	Perfect weight for brochures and presentations. Excellent for 2-sided printing with minimal show through.
120	32 lb bond/80 lb text	Perfect weight for brochures and presentations. Excellent for 2-sided printing with minimal show through, while being slightly heavier than the 28 lb.
145	67 lb bristol/50 lb cover	Often considered the lightest of the cardstocks, great for self mailers with a flexible "soft feel" quick drying surface.
165	90 lb index	A durable cardstock with a smooth, hard surface for medium applications.
175	65 lb cover	A sturdy stock with a superb "soft feel" fast drying surface. Great for postcards, menus and posters.
200	110 lb index	Both 90 and 110lb index are the common weights for tabs, dividers and manila folders. The average weight of an index card for heavier applications.
215	80 lb cover	A heavy cardstock, your most conventional business card weight. Available in a wide variety of textures and finishes.
255	140 lb index	For super heavy weight applications.
260	100 lb cover	A noticeably heavier cardstock often used for flat cards or invitations.

***GSM: grams per square meter**