

PAPER WEIGHT BASICS

PAPER WEIGHTS

Paper weight designations seem nonsensical at first. How can 24# letterhead be the same as 60# text and why would 100# text be the same as 55# cover?

The weight referred to in the paper name is called the basis weight, which is simply the poundage of 500 sheets of that paper. Text stock is produced at a larger size of 25" x 38" than cover stock which has a standard production size of 20" x 26", for example. Paper grades each have their own standard sizes. For most people, the chart below will serve their print buying needs.

COMPARATIVE BASIS WEIGHT

| Bond | Text | Cover | Bristol |
|------|------|-------|---------|
| 20 | 50 | — | — |
| 24 | 60 | — | — |
| 28 | 70 | — | — |
| — | 80 | — | — |
| — | 100 | — | 67 |
| — | 120 | 65 | 80 |
| — | — | 80 | 100 |
| — | — | 100 | 120 |

Bond: originally referring to a cotton-content paper and preferred for its strength, performance and durability. Now may be made from either cotton and/or chemical wood pulp and reconfigured for handwriting as well as laser and ink jet printers. Popular for letterhead.

Text, book or offset: the general terms for papers suitable for offset and digital printing. May be coated or uncoated. Often used for flyers, newsletters and booklets.

Cover or Card Stock: May have matching book paper. Used for folders, business and greeting cards, postcards and brochures.

Bristol: Often used for paperback book or catalog covers, file folders, tags, tickets and engraved wedding invitations. Originally made from rags from Bristol, England.