



## How to choose the right type of paper.

There are many types of printing devices today, representing a range of digital technologies. Selecting the right paper for the technologies you use, and for the types of documents you are producing, is key to getting the results you want.

### Copy Paper:

It's lightweight and inexpensive – perfect for file copies, faxes and other routine office documents. But it's not the type of paper to use for documents that will be seen outside your office.

### Multipurpose Paper:

These papers are made to run in virtually any type of printing device – copiers, printers and fax machines. They are brighter than copy paper so documents look sharper. And it's convenient to be able to order one grade of paper you can be confident will run in all your equipment. But be advised: multipurpose paper isn't the optimal choice to use when you're printing important documents in your inkjet or laser printer. There are other types of papers specifically made for these technologies that produce better results.

### Inkjet Paper:

Created specifically for inkjet printers, inkjet papers have surface characteristics that allow water-based inks to dry quickly without bleeding, producing brighter colors and bolder text than multipurpose papers. Heavier weight inkjet papers are perfect for important presentations, reports and other documents that need to impress.

### Laser Paper:

Laser papers are super-smooth to allow toner particles to bond to the sheet. General-purpose laser papers are great for everyday use in black and white laser printers. Heavier, brighter laser papers enable color laser printers to deliver breathtakingly realistic colors that make important documents, such as presentations and marketing materials, look super-impressive.

### Color Copy Paper:

A special coating allows these papers to withstand the heat generated by color laser copiers. The result? The vibrant, professional-quality colors your expensive color copier was made to produce. Color copy papers are available in a wide range of sizes and weights.

#### About basis weight:



The heavier a paper's basis weight, the thicker the sheet. The thicker the sheet, the more impressive it feels.

#### About brightness:



A paper's brightness is the amount of light its surface reflects. The more light the sheet reflects, the higher the contrast of the images it produces. In other words, the brighter the sheet, the better your printed documents will look. There are two ways brightness is measured – directional (GE) and diffuse (ISO) – but these standards of measurement cannot be correlated. Standard US brightness is measured by the GE scale.