

THE PAPER GUIDE

A CHEAT SHEET FOR SELECTING STOCK

Your choice of paper is critical to your print's final look and feel. It also dictates where and how the finished product is best used. For example, more durable stock is generally more suitable for documents with a long shelf-life, however, if budget is a consideration, a more affordable, thinner stock might be a better choice.

WHICH WEIGHT WILL WORK?

Paper weight is measured in GSM, or grams per square metre. Typically, the higher the GSM value, the thicker and stiffer the paper. This can communicate subtle cues about your brand and your message. Thicker stocks imply a more premium product or service, whereas thinner stocks may suggest a cheaper brand.

Lighter

80-100gsm



80–100gsm

Perfect for letterheads and general stationery.

115-130gsm



115–130gsm

Lightweight and cost-effective. This is good for short-term flyers.

150gsm



150gsm

Good quality flyers, brochures, and booklets made for longer use.

170gsm



170gsm

Up-market corporate brochures, calendars and quality posters.

200-250gsm



200–250gsm

Not quite card thickness, this is great for premium flyers and brochures.

300-350gsm



300–350gsm

Strong and rigid; good for standard business cards, menus, postcards and premium brochure covers.

400gsm



400gsm

Ideal for business cards, product tags, poster boards and even product packaging.

Heavier

WHAT ABOUT THE FINISH?

Once you've selected the weight, it's time to consider the finish. This adds another layer of sensory engagement and can greatly influence your target audience as they hold the finished product in their hands. Just like GSM, your choice of paper finish will determine the overall look and feel of your printed piece.



Uncoated paper: No glare and highly ink-absorbent, reducing the risk of smudging. Perfect for text-heavy forms like manuals, letterheads, tickets and memo paper.



Matte paper: Often used for reports, flyers, business cards and magazines due to its high-quality feel that is more subtle than gloss.



Gloss-coated paper: The shiny surface makes it a perfect match for bold colours and high-contrast prints. A favourite for high-end magazines, brochures and booklets.



Dull-coated gloss paper: As above, however, this delivers a slightly better reading experience by reducing shine.



Scodix: Adds a luxury feel to any of the above finishes using embellishments in a variety of raised foil blocking and spot UV gloss finishes.



ECO-FRIENDLY PRINTING TIP:

Printing doesn't have to be a wasteful experience. Don't believe us? [Here](#), you can learn more eco-friendly facts about paper.

Want to learn more about colour trends and branding? Visit our [Snap News Centre](#).

For the love of print

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