

*Copresco's answer for...*

## Getting The Best Look For Your Book

Paper directly affects the look, feel and content of the message you're communicating through your printed pieces. When imaged on the right sheet, text and graphics command the reader's attention.

Two important paper characteristics you need to consider are opacity and brightness. They significantly impact the look—and the cost—of your book.

### Show Stopper

Opacity is defined as the ability to hold an image without showing through the other side of the sheet or the page below. Opacity affects a document's readability and attractiveness. It is a crucial issue for double-sided, multipage publications, books and manuals.

Opacity is determined by the thickness of the paper and the materials used to make the sheet. Going from a 50 to a 60# sheet will increase opacity slightly. However, it may not be your best or most economical solution. Book thickness and weight should be considered.

Thick books limit your binding options and may be cumbersome for end users. Adding weight increases your shipping costs unnecessarily. For example, here's how the equation works for a 500-page (250-sheet) book:

Paper Stock	Book Thickness	Book Weight
50#	1.0"	2.5 lbs.
60#	1.1"	2.75 lbs.
70#	1.2"	3.0 lbs.

Rather than arbitrarily picking a paper stock, your best solution is to determine the optimum thickness and weight for your book first. Then, if appropriate, select a sheet with greater opacity.

### Good Reflections

Brightness is a paper's degree of whiteness and the ability to reflect a volume of light. Every paper has a brightness rating, usually ranging from 84 to 94. The more light that bounces back to your eye, the higher the brightness value. The higher the rating, the better the contrast for reproducing sharp images and colors.

### By Popular Choice

Due to its high brightness and opacity ratings, Copresco has selected Cougar White 60# Opaque Offset as our publication-grade house sheet. This smooth #1 uncoated book sheet from Weyerhaeuser Paper boasts 94 brightness and 95 opacity ratings.

Cougar has been a popular sheet in the graphic arts industry for many years. We've stocked limited quantities for some time.

Weyerhaeuser has been continually fine-tuning the stock, improving its brightness and increasing support for our Docutech and Docucolor laser imaging processes. This newsletter issue is an example of the crisp text and vibrant colors we get with Cougar.

### Other Flavors Served

Cougar is available in 50, 60, 70, 80 and 100# text weights, plus matching 65 and 80# cover weights. Copresco also offers a wide variety of opaque offset papers from other mills in various weights and colors. We encourage you to take advantage of our extensive knowledge of paper.

We'll be happy to show you swatches or make up a sample of your book.

So when you want to enhance the quality of your message, call the company that can meet all your digital printing needs. Call Copresco.

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### Special Free Offer...

#### A Classy Mug Or Sports Cap

Specify Cougar for your next job and we'll give you a sharp-looking Weyerhaeuser coffee mug or a two-tone sports cap.

This Special Free Offer is made on a first come, first served basis...while supplies last. So don't delay...order today.

If you've been using Cougar all along, give us a call. We'll send you the gift of your choice.



### Copresco Tops In North America

Copresco has been recognized as the leading digital printer in North America by *Quick Printing* magazine.

With 1999 sales of \$3.3 million, we ranked first in the magazine's digital printing market segment and 79th overall on its Top 100 Printers list.

For the second straight year, we were the only printer in Illinois to be recognized by the international trade journal that annually publishes the sales rankings of small commercial printers.

Earlier this year, Copresco was named one of the top digital color printers in the nation by *Printing Impressions* magazine.



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Address Correction Requested

During Andrew Jackson's administration, the federal government consisted of 352 individuals (excluding Congress and the military), who served a population of 12.5 million.

Today there are 18.6 million government employees—one for every 17 people.

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Tired of constant computer crashes? Windows 2000 claims that there are only thirteen instances where it must be rebooted. One cynic commented, "Yeah—9am, 10am, 11am..."

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An advertising agency sent their best representative to Rome, hoping to get the Pope to say, "Give us each day our daily milk." The Pope declined, even though he was offered \$500,000.

"He turned down half a million bucks?" the agency boss exclaimed. "How much are the bakeries paying him?!"

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Chicago Cubs outfielder Andre Dawson paid a \$1000 fine for disputing a call by umpire Joe West. On the memo line of his check Dawson wrote, "Donation for the blind."

~ ~ ~

As a woman came to aid an accident victim, a man said, "Step back please! I've had first aid training and I know CPR!"

The woman watched him for a moment, then tapped him gently on the shoulder. "When you get to the part about 'somebody call a doctor,'" she said, "I'm already here."

Jim had been told since he was a boy how his father, his grandfather and his great-grandfather had walked on water on their 21st birthday. When his 21st birthday arrived in July, he vowed to do the same. He and



his girlfriend sailed their boat to the middle of the lake, and Jim stepped overboard. He went straight in over his head, coming up gasping and humiliated.

"It's my 21st birthday," Jim complained later to his grandma. "Why can't I walk on water like my father, his father, and his father before him?"

"Sweetheart, you must remember," the old woman said as she comforted him, "they were all born in January."

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Q: How do you make God laugh?

A: Tell Him the plans you have for the future.

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Patient: "How much will it cost to have this tooth pulled?"

Dentist: "Ninety dollars."

Patient: "Ninety dollars? For just

a few minutes work?"

Dentist: "Well, if you would prefer, I can pull it out slowly..."

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A pipe burst in a doctor's house. He immediately called a plumber, who arrived at once, repaired the pipe in less than thirty minutes, and handed the doctor a bill for \$600.

"This is ridiculous!" the doctor protested. "I don't even make that much as a doctor!"



"I know," the plumber shrugged. "Neither did I when I was a doctor."

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Payroll of the Baltimore Orioles: \$78 million. Payroll of the Cuban all-star team that beat the Orioles 12-6: \$2,240.

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Shakespeare worked without knowing that he would one day be *the* Shakespeare.

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Disney World: a people trap operated by a mouse

The pastor of a small congregation was trying to find a contractor to paint his church. Because the church fund was low and he couldn't pay very much, he selected the lowest bidder.

The contractor skimmed on materials to save money. He thinned the paint with solvent, and applied only one coat.

Within months the paint began to flake away, and the church looked worse than ever. The angry pastor sent this note to the contractor: "Repaint—and thin no more!"

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Just as a golfer was about to tee off, he felt a tap on his shoulder. He spun around to see who would



dare interrupt his swing. A woman handed him this card: "I am deaf-mute. May I please play through?" But he waved her off, ranting about special treatment and "how dare you" and on and on.

As he again pulled back to hit his ball, he was knocked out cold when another ball smacked him in the back of the head. As he regained consciousness he saw the woman standing over him, holding up four fingers.