

## Blinded by the white...

# It's New & Improved, It's Whiter & Brighter

In a move reminiscent of laundry soap, International Paper (IP) recently moved to significantly increase the whiteness of its business and printing papers.

This follows a trend begun by foreign papermakers several years ago. Since International is so big, and controls so many brands, virtually every other North American white paper mill is following IP's move.

### What It Means to You

Let's briefly look at some paper characteristics that directly affect books and manuals.

*Opacity* is the amount of show-through in paper. This means nothing when printing a poster to hang on a wall, or making a copy in an office. When printing a book or manual, opacity is very important, affecting how much the back side of a page shows through to the front, and one page shows through to another.

### Cheaper Not Better

The cheapest and least effective way to reduce showthrough is to increase paper thickness, usually by increasing weight.

If a 50# paper is too translucent, moving to a 60# will ever so slightly reduce the showthrough. Of course, it will also increase the weight and thickness of the book, usually not desirable characteristics.

A better way to increase opacity is to add mineral fillers during the papermaking process. If this is done, the paper will be labeled "opaque." One of the best known opaque book papers is Cougar Opaque.

### Better, Faster Brighter

*Brightness* is the ability of paper to reflect light. Bleaching the paper pulp is a way to achieve brighter paper. Clever marketing has equated higher

brightness with better quality, but this isn't necessarily so.

### Color Balancing

*Whiteness* refers to how neutral the color of the paper is. The trend toward greater brightness has lead to the addition of more florescent dyes to paper, which is cheaper than the bleaching process.

Many "white" papers used to have a decidedly yellow cast. This has fallen from favor as florescent additives give papers a blue shade, much like great-grandma's hair.

Playing with the shade may fool the eye regarding brightness, but it can also play havoc with accurate color printing.

### Urban Legends

How does this relate to today's trend toward ever brighter paper? Here we straighten out some commonly held myths about paper brightness that can trip you up if you are not careful.

*Brighter is not more opaque.* Both brightening and opacifying add cost to paper. Traditionally, North American paper mills have added both properties to premium (ie, more expensive) papers, so many folks have come to assume that brighter paper is automatically more opaque.

It isn't, and recently brightened commodity papers have no corresponding increase in opacity. In fact, many of the high-brightness imported papers that began the trend were notable for their poor opacity.

### Bright Versus White

*Brighter is not whiter.* As mentioned above, florescent additives may make a paper seem brighter, but play havoc with whiteness. Brightness and whiteness should be evaluated separately.

*Brighter is not higher quality.* Higher quality papers have traditionally been brighter, but quality is

measured by many, many factors.

Uncoated papers are now all so bright that whiteness and brightness are in no way a measure of overall paper quality. This old "rule of thumb," never technically accurate, is no longer useful.

### Stay Tuned

Now we know the facts. Next month we'll show how this can help us choose the best paper for the job.

We will also see how the increased brightness of book papers may present new opportunities for cost savings.

## Judges COD Competition

Copresco president Steve Johnson enjoyed a stint as a judge for College of DuPage graphic arts GAMUT Student Achievement Awards.

High school and COD graphic arts technology students competed for awards in digital graphics and imaging, digital publishing, and press operation categories.

### Valuable Teaching Tools

The critiques and insights the judges provide are valuable learning experiences for these students.

Steve serves on the college's graphic arts technology advisory committee with faculty members, graphic arts industry leaders and other teachers.

### Expert Advice

The group provides expertise and input to ensure that the graphic arts program offers relevant course material to meet the needs of organizations that employ the students.



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I couldn't stand my boy's long hair any more, so I dragged him to the barber and ordered, "Give him a crew cut." The barber did just that, and so help me, I found I'd been bringing up someone else's son!



A man was invited to a private recital, but arrived a little late. "What was that last number you played?" he asked the musician. "The end of Tchaikovsky's fifth opus," the musician explained. "Shall I play the beginning?" "No use now," said the man. "I know how it comes out."



Mother: "Before I left, didn't I tell you to be sure and notice when the soup boiled over?" Daughter: "I did. It was 4:30."



A very thin man met a very fat man in the hotel lobby. "From the looks of you," said the fat man, "there might have been a famine." "Yes," was the reply, "and from the looks of you, you might have caused it."



The farmer's son was returning from the market with the crate of chickens his father had entrusted to him, when all of a sudden the box fell and broke open. Chickens scurried off in different directions, but the determined boy walked all over the neighborhood scooping up the wayward birds and returning them to the repaired crate. Hoping he had found them all, the boy reluctantly returned home, expecting the worst. "Pa, the chickens got loose," the boy confessed sadly, "but I managed to find all twelve of them." "Well, you did real good, son," the farmer beamed. "You left with seven."



My grandmother, who is very near-sighted, lost her glasses. Now she's trying to knit a sweater out of spaghetti.



"I like the statistics of your quarterback Evans," a pro scout told a college football coach. "What's your opinion of him personally?" "Good skills. Sort of a prima donna, though." "How do you mean?" "Well, let's just say that when he makes a big play, he's a big advocate of taking personal responsibility for the way things happened. When he gets sacked, he's a big advocate of the concept of luck."

Kids will never understand why parents make them go to bed when they're wide awake and get up when they're sleepy!



Tree: something that stands in one place for hundreds of years, and suddenly jumps in front of your car.



The proprietor of a highly successful optical shop was instructing his son as to how to charge a customer. "Son," he said, "after you have fitted the glasses, and he asks what the charge will be, you say, 'The charge is one hundred dollars.' Then pause and wait to see if he flinches. If the customer doesn't flinch, then you say, 'For the frames. The lenses will be fifty dollars.' Then you pause again, this time only slightly, and watch for the flinch. If the customer doesn't flinch this time, you say firmly, 'Each.'"



## Overnight Lite

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