

Blinded by the white, part 2...

Is a Whiter, Brighter Paper Right for You?

Last month, we noted the trend toward brighter paper and looked at various paper properties. We learned what increased brightness means.

Now, we'll see how it affects us all and may even save us some money.

Is Brighter Better?

That depends on your ultimate purpose. When two sheets of blank paper are compared side by side, the brighter sheet invariably will appear superior.

Try reading *War and Peace* from a book printed on the brighter sheet. The "superior" brightness may leave you with eyestrain and a severe migraine headache.

Length Makes a Difference

Long books, meant to be read cover to cover, fare better on a more natural off-white shade of paper. Technical manuals and reference books work well on high-brightness paper.

Tables, graphs and diagrams benefit from the increased contrast, particularly if documentation is used in places with less than optimal lighting.

As we have stated, brightness and whiteness are not the same. It is a paper's ability to reflect light that determines brightness; whiteness is the neutrality of a paper's shade.

Match the Shade to the Task

Whiteness also affects readability. The lower the whiteness, the more it will shift toward either a blue or yellow caste.

This is not unlike the difference between fluorescent and incandescent lighting. Yellowish shades are better for long reading, bluish for quick reference reviews.

This is true for black-on-white text and graphics. For color printing, the most neutral white shade possible permits the most accurate color reproduction.

Grade Upgrades

Premium uncoated book (offset) papers have been steadily increasing their brightness ratings for some time. These papers command top dollar, and in the past there have been few options for price-conscious print buyers who need to maintain whiteness and opacity.

This is changing. As paper mills continue to ratchet up the brightness of their top grades without raising prices, a strange but predictable thing has happened. Many midgrade sheets now sport the brightness levels that their more expensive siblings had just a few years ago.

A Case in Point

We used Weyerhaeuser's Cougar Opaque as an example of a premium #1 grade opaque paper last month. Weyerhaeuser markets this paper heavily, and it commands a premium price. Cougar's brightness has been repeatedly increased and now stands at a blinding 98 brightness rating.

Just Like Big Brother

Weyerhaeuser's next grade down (still a #1 opaque sheet) is Lynx Opaque, with a brightness rating of 96. Strategically priced as a cheaper alternative to Cougar, Lynx sports an opacity rating of 94^{1/2} @ 60#, the same as its big brother Cougar.

Although there are minor surface smoothness differences, Lynx is now essentially the same paper that Cougar was a year or two ago. Plainly stated, if Cougar's quality was right for you last year, Lynx will work for you this year, and at a significant price break.

Once you've decided to examine alternative brands and grades, you can find even greater savings with new offerings from other paper mills.

Let Copresco Help

You may not be "in" to paper enough to spend time doing the research, but we'll bet you are "in" to cost savings. Copresco has already done the legwork for you.

If you are presently using premium papers for your books and manuals, let us offer recommendations for cost saving without compromising quality.

If you're still using lower grade commodity papers, now may be the time to reconsider upgrading your look. You may be surprised at how little the extra quality costs.

Memorial Day

Copresco will be closed on Monday, May 29 in honor of Memorial Day.

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Weyerhaeuser has spent a small fortune on glitzy websites promoting paper. Once you get beyond the flashy introductions, you'll find much detail.
<http://www.cougaropaque.com>

For a *BookTech* article on brighter paper (free registration required):
http://www.booktechmag.com/btm_premium/286131796892700.bsp

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A weatherman got fired for making too many incorrect predictions. He went looking for another job, and, when asked why he left his previous employment, he responded, "The weather didn't agree with me."



Mother had just finished waxing the floors when she heard her young son open the front door. "Be careful on that floor, Jimmy," she shouted. "It's just been waxed." Jimmy, walking right in, replied, "Don't worry, Mom, I'm wearing my cleats."



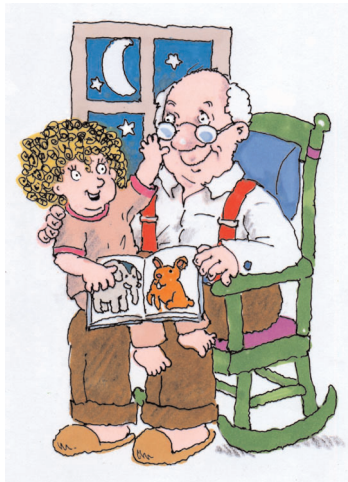
"You gotta try this ball," one golfer said as they approached the tee. "It's impossible to lose it!"

"You're crazy," the friend replied. "Anyone can lose a ball."

"Not this one," the first guy bragged. "If you hit it into the woods, it beeps until you locate it. If you hit it in the water, it'll give off bubbles. And on the fairway it blinks so you can see where it is."

"Amazing!" the friend gushed. "Where'd you get it?"

The man shrugged. "Found it."



As grandpa read a bedtime story, the little girl reached up to touch his wrinkled cheek, then felt her own. "Grandpa," she asked after doing this a few times, "did God make you?"

"Sure did, sweetheart," he answered, "a long time ago."

"Did God make me too?"

"Indeed He did, honey," he said, "just a few years ago."

She felt his wrinkled cheek again, then hers, and said, "God's getting better at it, isn't He?"



God created a 24-hour cycle of light and dark. He thought about adding some more special effects, but decided to quit and call it a day.



Sign over bench: Wet paint- watch it or wear it.



Americans call for government to balance its budget, then take their last dime to make a down payment on a car that will take five years to pay off.

Newlywed couples shouldn't expect the first few meals to be perfect. After all, it takes time to find the right restaurant.



"Cash, check, or charge?" the cashier asked after folding items the woman wished to purchase. As the customer fumbled for her wallet, the cashier noticed a TV remote in her purse. "So, do you always carry your TV remote?" he asked. "No," she replied, "but my husband refused to come shopping with me, so I figured I'd make his time at home more miserable than if he'd come shopping with me."



The skydiving instructor was taking questions from his new students when one of them asked, "If our chute doesn't open, and the reserve doesn't open, how long until we hit the ground?"

The jump master shrugged: "The rest of your life."



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