

Choose the right paper for your project...

Differences Between Coated and Uncoated Papers

What's the best paper choice for printing your books, sales pieces or technical publications: coated or uncoated?

Coated Paper

Strictly speaking, coated papers are those containing a mixture of pigments (such as clay or calcium carbonate) and binding agents (like starch and latex) that have been applied to the surface during the papermaking process.

The purpose of this coating is to help fill in the peaks and valleys of the paper to provide a smooth, flat printing surface.

Multiple Options

All coated papers fall roughly into four categories: matte, dull, silk (which is less common) and gloss.

The difference between the four is supercalendering, the process of passing the newly coated paper through a series of rapidly rotating stainless steel rollers to polish the paper's surface.

Matte or Gloss

Simply put, matte finish papers are coated, but not supercalendered; gloss finish papers are. Dull finish papers are very lightly supercalendered.

Matte and dull finish papers have, as the name implies, a relatively dull surface. Silk coated paper is a low gloss sheet with a smooth surface and silky feel.

Gloss Finish

Gloss finish papers have a shiny surface. Glossy is sometimes used to refer to all coated papers. This term is a misnomer and should be avoided.

Important Considerations

Following are a few more points to ponder when specifying a coated paper stock.

- Copresco generally runs coated stock in 80# and 100# text weights and 80#, 100# and 120# cover weights.

- Coated paper costs more than an equivalent uncoated bond or book weight paper.

- Coated paper will showcase your marketing materials and publications that feature color photos, high-quality graphics and heavy coverage areas.

Remember When...

- Glossy once was king of coated papers but has since lost its luster. If you are still printing text-only projects on gloss stock, ask yourself, "why?" There are no valid reasons for using it in today's modern printing processes.

- Gloss is bad for large blocks of type because the glare can make them hard on the eyes.

What makes a fancy brochure attractive can be a detriment to text-heavy publications and books.

- Don't get hung up on brightness issues. Many premium #1 coated papers have about the same brightness rating as uncoated economy grade copy paper.

Uncoated Paper

Many Copresco clients prefer uncoated papers for their digitally printed projects.

Uncoated sheets—available in a wide selection of colors and finishes—offer a warmer, more natural look and feel than coated stocks. The nonglare surface provides effortless reading.

Client Preferences

Copresco clients most frequently specify 50# and 60# uncoated offset papers.

Overnight Lite is printed on an uncoated paper that gives us vibrant colors with crisp blacks for our photos and cartoons as well as laser-sharp text.

The 70# sheet meets postal regulations for the self-mailing piece.

Our *TechTopics* technical bulletins are printed on a 65# uncoated cover stock. This sturdy sheet provides the rigidity needed for three-hole drilling and the included tab divider.

Thickness and Weight

Another fact of which you must be aware is that coated papers are heavier than uncoated paper stocks.

For example, a 100# gloss sheet has the same thickness as a 60# uncoated sheet, but has 67% more weight.

Mix Them Up

You can gain the benefits of both types of paper by printing sections of your project with photos and graphics on a coated stock and placing these sections between the regular text "chapters" of your publication.

Unlike conventional printing's rigid confinement to signatures, digital printing gives you the freedom to mix and match to your heart's content.

You can place your photos and illustrations exactly in the right spots with your text pages.

Conclusion

Finally, remember that neither coated nor uncoated book paper is "better." The "better" paper is the one best suited to the task at hand.

Expert Help a Call Away

Copresco's production staff has extensive knowledge about paper and will help you make the right choice for your project. We can give you printed samples on different papers to help you make the right decision.

So, don't delay. Call the digital on-demand printing leader today.

Call Copresco.

(630) 690-2000

www.copresco.com



Digital On-Demand Printing

262 Commonwealth Drive
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Address Correction Requested

"I want a tooth pulled, but I don't want Novocaine—I'm in too much of a hurry," the woman said to her dentist. "Just extract the tooth as quickly as possible, and we'll be on our way." "You're certainly a courageous woman," the dentist said, impressed. "Which tooth is it?" She turned to her husband. "Show him your tooth, dear."



My sister dated a tennis player. It didn't work out—to him, love meant nothing.

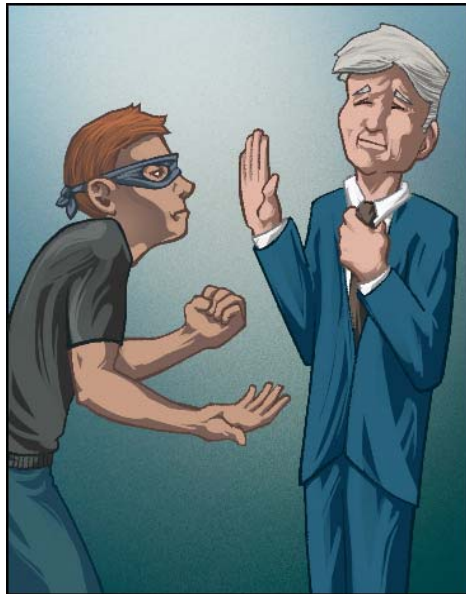


A father, annoyed at how much time his son was spending in front of the TV, huffed, "Boy, when Abe Lincoln was



your age, he was studying by the light of the fireplace." "And when he was your age," the boy retorted without looking up, "he was President of the United States."

A robber jumped out of the shadows and growled to the passerby, "This is a stickup. Give me all your money!" "You



can't do that!" the victim huffed. "I'll have you know I'm a United States Congressman!" "Oh, sorry," the thief replied. "In that case, give me my money."



I had to go to court, and suddenly realized I had put my future in the hands of 12 people who were not smart enough to get out of jury duty.



Sign we saw in a church: "For anyone who has children and doesn't know it, there is a day care on the first floor."



No matter how busy people are, they are never too busy to stop and talk about how busy they are.

Trying to dress an active child is like trying to thread a sewing machine while it's running.



A police officer had a perfect hiding place for catching speeders, so he knew something was up when one afternoon everyone was driving under the speed limit. He found the answer: a young boy was standing on the side of the road holding a sign that said, "Radar Trap Ahead." A little more investigative work led the officer to an accomplice, the boy's little brother, who was standing over a bucket about a half-mile down the road, holding a sign that read "Tips."



My uncle was codependent and paranoid. He was always afraid he was following somebody.





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