# Paper Weight Comparison Chart

This chart is provided as a guide, and similar weights may vary between manufacturers.

## How to Use the Chart

When selecting a paper stock keep in mind the equivalents to each paper choice available. This will be able to tell you how thick the paper will be and assist in making the right selection.

Note that Bond, Text, and Cover are usually in LB. If for example the paper stock is a 14 pt. cover, then it uses points (pt) and not pounds (lbs).

For example, let's say that the short run brochures offer:
- 100 lb. Gloss Book
- 100 lb. Matte Book
- 80 lb. Gloss Cover
- 80 lb. Matte Cover
- 80 lb. 100% Recycled Uncoated Text
- 80 lb. 100% Recycled Uncoated Cover

The 100 lb. book stock can equate to a 54 lb cover, while the 80 lb. cover can equate to 146 lb. book. This means that the 80 lb. cover can be about 45% thicker than the 100 lb. book. The recycled 80 lb. text (aka book) can be equivalent to roughly a 44 lb. cover. So the two recycled stocks, while the same weight, can be different thicknesses.

As a reference point our business cards are 14 pt. cover, making them roughly equivalent to a 114 lb. cover, we use the point column in this case instead of the cover column. A 114 lb. cover can be about 30% thicker than the thickest cover available for brochures; so regardless of it actually being a card stock the 80 lb. selection can still suitable for brochure printing and can apply a thicker, more durable application.

## Paper Weights

- **Bond Paper**
  A light-weight stock, also known as Ledger or Writing.
  It is commonly as 24 LB or 28 LB Bond Weight.

- **Text Paper**
  Also known as Offset, Text Paper is thicker than Ledger Paper, but not as thick as a Cover Paper.
  Stationery usually has a 70 LB or 80 LB Text Weight.

- **Cover Paper**
  A Card Stock or Pasteboard paper.
  Known commonly to be used for business cards and greeting cards, but can also be applied to brochures and flyers. It is typically used as 80 LB Cover Weight, although some brands of paper offer cover weight paper that is 100 LB or heavier.

## Paper Types

- **Coated**
  Stock that has a surface sealant and relates to sheen: gloss, matte, dull and satin finishes. Works well particularly with photos.
- **Gloss**
  Stock that has a high sheen; most magazines use gloss paper.
- **Dull**
  Stock that has a smooth surface paper that is low in gloss. Dull coated paper falls between matte and glossy paper.
- **Matte**
  A non-glossy, flat looking paper stock.
- **Uncoated**
  Stock that has not been coated with clay or other surface sealants. Cannot be combined with UV or Aqueous coating.

## Coating Terms

- **C15**
  Coated one side.
- **C2S**
  Coated both sides.

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*Normal paper manufacturing tolerance within a paper production run is + or - 5% to 7% caliper.*

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