

VOLUME 6



**PAPER**  
guide



## GOOD TO KNOW

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Canadians consume 37 kilos of printing and writing paper per year on average.

### Tips for reducing paper consumption

Print on both sides.  
Reduce document margins to print more text on the same page.  
Print several (sparsely filled) pages on a single sheet.

### Go Sustainable

The Forest Stewardship Council (FSC) label certifies that the paper comes from verified and responsible sources that have met FSC's strict environmental and social requirements.

#### FSC 100%

Paper made of 100% virgin material from FSC-certified forests.

#### FSC Recycled

Paper made with 100% recycled fibre.

Choose **FSC AND carbon neutral** certified paper to be even more eco-friendly!

## PAPER

The type of paper you choose plays an essential role in the quality of the printed material.

### Criteria to consider:

- Paper type
- Brightness
- Finish
- Weight

### First rule

Make sure the paper you choose is compatible with your printer. Use heat-resistant paper in a laser printer and paper that can absorb liquid ink in an inkjet printer.

Multi-purpose paper is a good choice because it is suitable for any type of printer.

## WEIGHT

The weight of the paper corresponds to its thickness. The thicker the paper stock, the higher the weight.

### 20 lb. or Standard

internal documents, copies, multi-page printouts

### 22-36 lb. or Average

reports, CVs, legal documents, high quality printing projects

### 65 lb. or Carboard

covers, business cards, brochures

## TYPES OF PAPER

### Virgin:

made from 100% virgin wood fibers

### Recycled:

made from 30 to 100% recycled paper (from waste or scraps of printed or unprinted paper)

Example: 30% recycled/70% virgin; 50/50 or 100% recycled

### Coloured paper:

comes in a variety of sizes, textures, and weights

### Photo:

glossy or matte finish in a variety of sizes: 4" x 6", 5" x 7", 8.5" x 11" or 11" x 17"

### Format:

check what sizes your paper tray supports

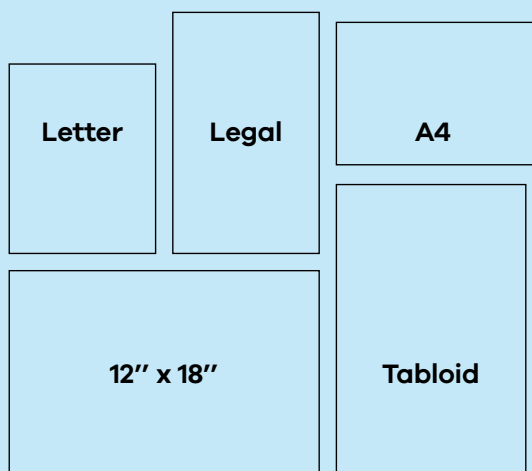
### The most common paper sizes:

Letter: 8,5" x 11"

Legal: 8,5" x 14"

Tabloid: 11" x 17"

A4 (international size): 8,27" x 11,7" 12" x 18"



### Good to know:

Paper made with at least 30% recycled fiber is a popular choice for eco-minded businesses.

## FINISHES

There are two main categories of paper finishes: coated and uncoated.

The choice will depend on the project and the desired result.

### Offset paper (uncoated):

For printing texts and administrative documents with low graphic content. Matte finish.

### Coated paper:

Recommended for promotional tools, posters, brochures, presentation folders as it makes colours appear brighter. Matte finish is most suitable for black and white documents while a glossy finish will be better for vibrant colours.

## BRIGHTNESS

When we talk about brightness on paper, we're talking about how much light it reflects. This is measured on a number scale of zero to 100. The brighter the paper, the more vivid and crisp your letters, images and colours appear.

### 92 to 94: standard whiteness:

for regular printing, internal documents, photocopies, drafts (including recycled and multi-use paper).

### 96: high whiteness:

for documents requiring impeccable professional quality such as contracts, official letters and external documents.

### 96 and higher: extra whiteness:

for high-resolution colour printing projects or advertising projects.

**TOUT  
pour le  
travail!**



**Mégaburo**

**En magasin et en ligne**

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