

FREQUENTLY ASKED QUESTIONS ABOUT PAPER



What is a "house" stock?

The term house means the paper that a printer usually carries in stock in larger quantities. It does not mean a lesser quality. Printers are able to pass on savings in paper costs when we purchase at higher quantities. Commonly used items such as 80# coated gloss and cover, 60# white offset and 20# bond may be stocked in large quantities. When making comparisons between specified brands and house stocks, it is recommended that you see samples of each before making a decision.

Why do bleeds add to the cost of a job?

A bleed means the image extends to the trimmed edge of a sheet. In order to accomplish this throughout the entire run, the stock to the press must be larger than the final trimmed size and then trimmed after printing. In some cases, the parent sheet size of stock only comes in certain sizes. For example, when printing letterheads, the finished size is 8.5" x 11". If you want to bleed an image on a letterhead, the stock size to the press must be 8.75 x 11.5 or 9 x 12. If the parent sheet size of the chosen stock is 17 x 22 as is typical with most bonds, we cannot cut as many finished pieces from the parent sheet, thus doubling the cost of the paper.

Why can't I varnish uncoated stocks?

It's not that you can't varnish uncoated stock, it just is a waste of money. The surface of an uncoated sheet of paper is very porous as compared to the surface of coated stocks. Varnish techniques depend on changing the surface reflection of the varnished areas. Uncoated stocks do not give you the necessary change in reflectivity when varnishes are added.

What is a mill item?

Although all papers start out in a paper mill, paper distributors stock only select sizes and colors. Most papers are sold through a distributor network to printers, not through the manufacturers. If you choose a color not stocked by the distributor or printer, then it must come directly from the mill where it has been made. Mills only sell papers in full cartons or skids. We can usually get the type and color of paper you specify, but it may not always be available at our distributors warehouse. We must then order a full carton from the mill. On small quantity orders, this can have a large impact on the order's total cost. Check before ordering to see if that perfect stock you want is going to be available and affordable.

Will all stocks work on digital printing devices?

All paper is not created equal. With the rise in short run digital production, paper manufacturers have rushed to create specialty surface coatings to allow the papers to perform under high temperature conditions. Heat is used to fuse the toners to the paper surface. Most offset printing papers are not capable of undergoing exposure to the heat of the fusion rollers. It is extremely important to find out what type of digital devices your printer uses and to learn what papers have been approved for digital production.



Are samples available to help me choose a paper? To help you determine what type of paper to choose when planning a project, we encourage you to ask for a paper sample early in the process. This is particularly true when you have never used a paper before, if total weight needs to be determined for postage costs or to check the color of the actual stock. Nothing can be more frustrating than to receive delivery of a piece that just doesn't feel as you had

expected it to. We are able to fulfill sample requests from sheets in our inventory or we have access to sample departments located at our paper distributors. Just let us know what you need in terms of finished size, paper weight, color and finish.

Are all papers made from recycled stock? Paper mills are racing to produce more recycled stocks, yet not all papers contain post consumer content. Recycled papers are becoming more available and less costly as we move to become a "greener" society. Please ask us if your stock contains recycled content and what your options are if you choose to change to a recycled paper.