

The Print Shop – Paper - Card – Substrate Types

The range outlined here is by no means the entirety of the papers, cards and other substrates we offer, but it does cover the most popular selection, and it means we can keep this document to just a couple of pages!

Firstly – let's help you understand some of the technical paper-speak with a couple of FAQs

GSM – what does that mean?

GSM is an acronym standing for '**Grams per Square Meter**'. Quite simply, it allows print buyers and print suppliers to know exactly about the quality of paper that is being ordered. The higher the GSM number, the heavier the paper.

It's worth noting that there are industry trends when it comes to GSM. If you are looking round at a number of print suppliers including us, you will notice that certain paper thicknesses will keep on popping up. Although any GSM is available, you'll most commonly find: **60gsm, 90gsm, 100gsm, 115gsm, 150gsm, 170gsm, 250gsm, 300gsm, 350gsm and 450gsm (and a few others)**.

So, which GSM is best for what I want to print?

35gsm to 60gsm: This is very thin paper indeed. Most newspapers and Kmart-style catalogues will commonly be printed on paper thickness in this range. Carbonless books (NCRs) are typically printed on speciality 60gsm carbonless paper

80gsm to 100gsm: This is the weight of most household printer paper... the stuff you might pick up in packs of 500 sheets at office works. Stickers are often produced using this gsm range and 100 GSM laser papers are ideal for professionally presented letterheads.

120gsm to 170gsm: This GSM range covers the paper thickness of most posters you're likely to find on pub walls and is also perfect for low cost flat and folded flyers & leaflets. If folding is needed, this gsm range can be supplied pre-folded without the need for 'scoring', which is required on card thickness GSMs to ensure a perfect, 'crack-free' fold.

Paper with this GSM range is sturdy enough to withstand a bit of wear and tear. Note that synthetic papers are typically in this thickness range, but they are virtually tear-proof!

210gsm to 300gsm: Moving onto thicker substrates now that fall within 'card' territory. Think of the magazine covers you see on the racks at newsagents. The 300gsm end of this range is our starting point for business cards. This GSM range is ideal for multi-panel fold out brochures with a high-quality look and feel or table / menu cards that need to last. To really strengthen this range and add a further level of protection and 'pop', include gloss or matt laminates.

You'll find our indoor pull-up banners in this gsm range, but because they are produced on quality vinyls, they are much tougher than their equal gsm in a card.

350gsm to 450gsm: This GSM is truly card-weight and is the range that the vast majority of our business cards are produced on (unlike the 'napkin thickness' of those crazy cheap business cards!) At this gsm and when folded, your printing will stand up under its own weight. Think of higher end birthday cards and luxurious wedding invites to gain a sense of how 'wonderfully bulky' this gsm range is.

You'll find outdoor banners in this gsm range, but again, being produced on vinyl, they'll handle anything you can throw at them... well, almost anything!

Thicker still..?? Once you go beyond 450gsm, you're moving into signage and board substrate territory and we'll generally refer to those items in millimetres (mm) terms rather than GSM. E.G. 3 or 5mm fluted plastic (corflute), or up to 10mm thick foam-core, or 3mm ACM(Aluminium Composite Material) etc.

Our most popular paper and card types with brief explanation of their features

Laser Bond Uncoated copier friendly office paper.

Knight Smooth Extremely smooth uncoated paper. Exceptional printability and colour reproduction.

Strathmore Premium Super Smooth

Premium smooth uncoated paper. Superior print performance and ink hold-out.

Gloss Gloss coated paper with high whiteness, bulk, stiffness and sharpness.

Matt Matt coated paper with high bulk, stiffness and sharpness.

Plain - Satin Sealed Non-laminated coated business card stock with a protective satin varnish. High bulk, brightness

Impact 100% Recycled Bleached white uncoated, 100% recycled paper. Excellent opacity, even surface and high bulk.

Envirocare 100% Recycled

Non bleached, off white uncoated, 100% recycled paper. Excellent opacity, even surface and high bulk.

Ecostar Silk 100% Recycled

Bright white coated paper which is 100% recycled and carbon neutral. Delivers vibrant colours and sharp detail.

Appointment / Write-on Card

Satin coated 1 sided board - uncoated reverse for easy writing and/or stamping.

Conqueror Laid Brilliant

White Uncoated stock with classic double sided lined texture.

Linen Uncoated stock with double sided linen texture.

Synthetic Tough Card Matt white polypropylene film. Tear and water resistant.

Buffalo Board Natural brown kraft board. Great strength and durability.

Gloss Sticker - Self Adhesive

Peel off crack back, self-adhesive sticker stock.

Full Magnet 0.4mm thick magnet base - adhered to gloss laminated card.

Have further questions?

Don't hesitate to [contact us](#)... We're here to help!