

BUYING GUIDE • Paper



The type of paper you use to print your documents can have a big impact on the results you want to achieve. Consider the following when making your selection.

BRIGHTNESS/SCALE

- Measures how much light a sheet of paper reflects.
- Higher brightness ratings make sharper text and images.
- The U.S. uses the GE/Tappi scale, represented with a number below 100; the international scale incorporates numbers higher than 100.
- Standard file copy and internal document brightness is 92 (102-106 international). For color and attention-worthy documents, a minimum of 96 (108-112) brightness is recommended.



WEIGHT

- Office paper ranges from 20 to 32 lb.
- Heavier papers are better for high color saturation and have higher opacity. Heavier papers are ideal for graphics and text-heavy purposes.
- 24-lb. and 28-lb. paper are suggested for presentations, proposals and reports.



CHOOSING ENVIRONMENTALLY PREFERABLE PAPER

Look for these icons throughout the section.

RECYCLED – Uses less water, energy and fewer chemicals in manufacturing.



GREEN SEAL – Independent, nonprofit organization certifies paper that meets these criteria:

- At least 30% post-consumer recycled fiber.
- Post-consumer fiber is not de-inked with chlorine.
- Bleaching agent for virgin fiber does not contain chlorine.



SUSTAINABLE
FORESTRY
INITIATIVE

Certified Fiber
Sourcing

www.sfiprogram.org

SFI – Goal of long-term protection of wildlife, plants, soil and water.

- Participating companies plant more trees than are harvested each year.
- SFI certified paper is made using sustainable fiber.

DID YOU KNOW?

BEST Laser paper delivers the most professional-looking results and is an ideal choice for sales and marketing presentations. Laser paper offers sharper, crisper text and images.

BETTER Multipurpose paper—recycled, white or colored—provides good results on most office machines. It's a great choice for important internal documents and reports.

GOOD Copy paper is the most economical choice for everyday, high-volume copier needs. It's best for drafts, memos, faxes and proofing.