

PAPERWEIGHT

A COMPLETE GUIDE

What is paperweight and why is it important?

When choosing how you want your printed products to feel and appear, it is a good idea to consider the thickness and therefore paperweight of your paper type. Taking this into account when designing printed materials will have a profound impact on the final result and impression of a business.

A business' printed material, such as a business card, is likely to be a primal point of contact for customers. Therefore, it is important that the quality of the paper used by a business best reflects their company. If excellent customer service and/or products is the driving force for a business, its promotional printed materials soon adopt the role of reinforcing this as the standard for their work.

How paperweight is measured

Paper is measured by grams per square metre (also known as GSM). As the GSM increases, the paper grows denser and thicker. This means if your business card has a higher GSM, its possibilities of bending or ripping will become less.

When trying to understand the varying thicknesses of paper, a good place to start is a standard plain piece of printer paper usually sits around the 90GSM mark.

Why GSM is important

Once you understand the importance of what GSM paper is, it becomes much easier to decide what thickness is appropriate for your businesses printed material and your desired final impression. At Dexterous Designs we help to advise our customers on what best fits the business as an individual and take factors such as brand identity into account when helping make these important decisions.



Different paper weights and their uses

100GSM

100 gsm is the most standard white paper stock for colour printing. It is often used for letters, compliment slips, forms and surveys etc.

120GSM

120 gsm paper is a better quality option offering less transparency. It is good for professional documents such as reports, presentations, CVs

150GSM

150 gsm is slightly thicker than standard home or office printing paper. It is used for presentations, reports and brochures etc.

160GSM

160 gsm bridges the gap between paper and card. It is a thicker paper option offering extra durability. Ideal stock for brochures and quality flyers.

170GSM

170 gsm silk paper is mainly used on large format posters (A0 to A3 size). 170gsm gloss is a popular choice for leaflets, calendars, placemats and more.

200GSM

200 gsm paper is heavier stock, making it ideal for document covers or thick sheets.

250GSM

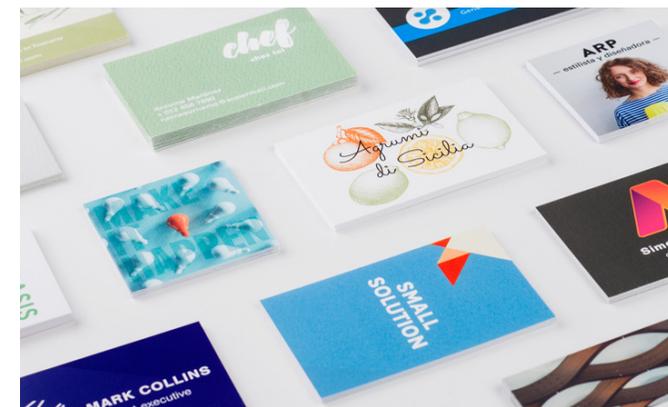
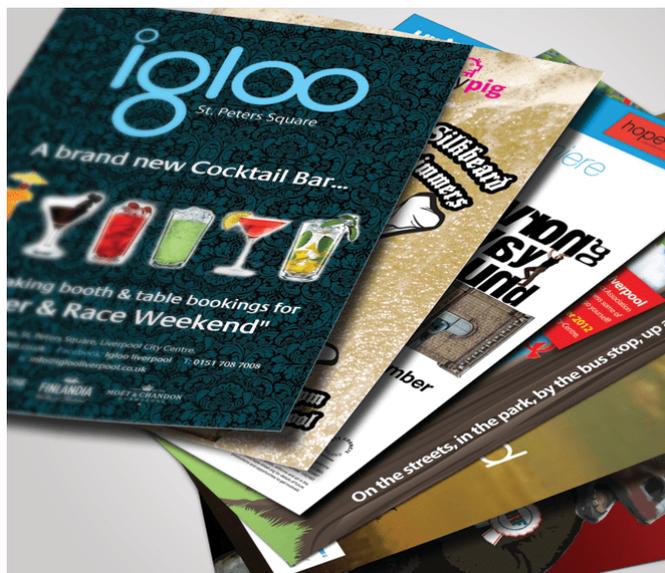
Card, ideal for document covers.

250 gsm paper is commonly used for greetings cards, invitations and booklet/brochure covers.

300/400GSM

At this thickness, printing is less susceptible to creasing, bending, or ripping, making it perfect for business cards.

In addition to this, having thicker business cards will enhance their appearance and durability, making it a chance to show off professionalism and creates an opportunity to stand out!





**DEXTEROUS
DESIGNS LTD**