

# fact sheets

the farmout guide to everything you wanted to know about design but were too afraid to ask

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## Key Paper Facts

### Qualities of Paper

#### Paper Thickness

Is measured in grammage/gsm (Grams per Square Metre).

For everyday use 80gsm is a commonly used weight, however 100gsm is more appropriate for external communication such as company letterhead or presentations.

#### Cover Stock (Card)

Card paper that is heavyweight, typically 160gsm or above, coated or uncoated paper with good folding characteristics. Its diverse uses include folders, booklet covers, brochures and pamphlets.

160gsm is normally the heaviest weight you can use with most inkjet and laser printers. Check your printer manual for full details.

#### Typical usage by weight

80gsm	copy/fax laser paper
90-130gsm	letterheads stationery brochures flyers
200gsm and up	cover stock folders business cards

### Finishes of Paper

#### Coated paper

Paper that has received a special coating during the manufacturing process for maximum smoothness. The coating can be dull, gloss, matte, or other finishes. Coated paper generally produces sharper, brighter images and has better reflectivity than uncoated paper. As such coated paper is especially suited to brochures and other marketing literature.

**Matte finish** – A coated paper finish that is flat, not shiny like a gloss. A matte paper is good for copy with a lot of text because the low gloss makes it easier to read.

**Gloss finish** – A coating on paper that provides a higher reflection of light which results in a shiny appearance. Gloss coatings reduce ink absorption, which allows excellent contrast and colour definition.

**Satin finish** – Paper that has had a smooth finish applied.

#### Uncoated paper

Paper that does not have any kind of coating applied. Uncoated paper is available in many different finishes, colours, and weights and is generally more absorbent than coated papers. It is fine for most office applications, except when you need colour to really stand out. Examples of uncoated paper include: copy paper, art boards, labels, low grade printing such as books and manuals.

#### Speciality paper

Uncoated stock for design use, such as brochures, stationery and invites. Examples of speciality paper include: tracing paper, textured paper and card.

### Paper sizes

The A series of sizes uses a parent sheet AO 841x1189 mm, a sheet with an area of 1 square metre and the sides in proportion of the square root of two. This proportion was selected so when the sheet is folded or cut in two the sides are still in the same proportion. Sixteen A4 sheets can be cut exactly from an AO sheet.

A Series Formats	
4A0	1682 x 2378
2A0	1189 x 1682
AO	841 x 1189
A1	594 x 841
A2	420 x 594
A3	297 x 420
A4	210 x 297
A5	148 x 210
A6	105 x 148
A7	74 x 105
A8	52 x 74
A9	37 x 52
A10	26 x 37

### Envelope Sizes

Formats	Size (mm)
C6	114 x 162
DL	110 x 220
C5	162 x 229
C4	229 x 324
C3	324 x 458
B6	125 x 176
B5	176 x 250
B4	250 x 353
E4	280 x 400

paper facts

Please contact us  
for more information

**Farmout Pty Ltd**

Australia  
abn 45 102 412 279

PO Box 2305  
Fortitude Valley BC, QLD 4006  
t: +61 7 3217 3216  
f: +61 7 3217 3557  
e: [info@farmout.com.au](mailto:info@farmout.com.au)  
[www.farmout.com.au](http://www.farmout.com.au)

