



Coated Stocks*

GOOD FOR:

- Heavy and Low Ink Coverage
- Photos
- Text

*AQ Coating is available for coated stocks at no additional cost



Uncoated / Linen Stocks

GOOD FOR:

- Low Ink Coverage
- Text

Cardstock

Card stock, also called **cover stock** or **pasteboard**, is a paper stock that is thicker and more durable than normal writing or printing paper, but thinner and more flexible than cardboard.

When card stock is labeled as **cover stock** it often has a coated finish on one side or both sides (*C1S or C2S, for Coated: One Side, or Coated: Two Sides*) to produce a glossy look and smooth texture, especially in use for the printing of business cards and book covers

If you are printing on one side, we recommend going with a C1S finish. If printing on both sides, then you should go with a C2S finish.

In the U.S., card stock thickness is usually measured in *points* or *mils*; the thickness of the sheet in thousandths of an inch. For example, a 10 pt. card is 0.010 in (0.254 mm) thick (roughly corresponding to a weight of 250 g/m²); 12 pt. is 0.012 in (0.3048 mm). The U.S. Card Stock Thickness Point size is 0.001

For example: 10 point is lighter than 12 point. The smaller the number, the lesser the weight.

The stock can be printed on single or both sides

Linen Cover

Linen is a semi-rough paper that emulates the look of linen cloth with slightly lifted grooves to give a textured feel. The cover stock is heavy weight 80# or 100# (216 grams/meter) and excellent for use in presentation folders

We offer both 80# and 100#cover for our linen stocks. The larger the number, the heavier the paper will be.

This stock can be printed on single or both sides

Matte Cover

Generally more absorbent of ink than a coated paper, like its namesake, matte (uncoated) paper does not have a coating. It is generally not as smooth as coated paper and tends to be more porous. Matte (uncoated) paper is generally used for material that is aiming for a more prestigious or elegant look. College, University, real estate folders are generally printed on uncoated paper to give them a prestigious feel.

We offer 83# and 100# for our matte (uncoated) stocks. The larger the number, the heavier the paper will be.

This stock can be printed on single or both sides

As always, please call **1-800-377-6155** or email **sales@apiprint.net** with any questions.