

# Paper Glossary

Nothing replaces knowing what you are talking about. Hopefully this brief list of paper terms and associated definitions will help you “talk-the-talk.” You should feel confident in your ability to use paper terminology in your sales calls and paper conversations.

## **Absorbency**

The ability of paper to absorb fluids such as ink.

## **Basis Weight**

Weight (in pounds) of a ream of paper (500 sheets) in the basic (uncut) size for that grade. Most office paper is commonly associated with “bond” or “writing” grade paper, which has a basic size of 17 x 22.

## **Brightness**

A measure of the amount of light reflecting off of the paper, usually associated with white paper. Paper that is 92 bright is considered “standard.” Any paper over 92 bright is “premium.” Images printed on higher brightness sheets have better clarity and contrast. Brightness is not a measure of colour.

## **Caliper**

Thickness of paper, usually measured in thousandths of an inch.

## **Carbon Paper**

Thin paper with a waxy coating. Used to make carbon copies, usually on a typewriter.

## **Carbonless Copy Paper**

Paper that makes multiple copies without using intervening layers of carbon paper. Sometimes called NCR (non carbon required) paper.

## **Card Stock**

A heavyweight paper typically used as covers of catalogs, brochures, books or business cards. Sometimes called Cover.

## **Carton**

A large package of paper, typically containing either 5, 8 or 10 reams of paper.

## **Chemical Pulp**

Pulp in which wood fibers have been separated by chemical, rather than mechanical, means.

## **Chlorine Free**

Refers to Elemental Chlorine Free (ECF), Processed Chlorine Free (PCF) or Totally Chlorine Free (TCF) paper bleaching methods.

### **Coated Paper**

Paper that has a uniform coating of material that creates a more even and closed surface. Coated papers are ideal for printing graphics or art.

### **Elemental Chlorine Free (ECF) Bleaching**

Substitutes chlorine dioxide as a bleaching agent instead of elemental chlorine, which greatly reduces many unwanted by-products. In 1998 the Environmental Protection Agency designated this bleaching technology as the “best available.”

### **Free Sheet**

Paper made with less than 10% mechanical wood pulp. Most business papers are uncoated free sheet.

### **Inkjet Papers**

Paper specifically designed for a “wet” ink printing process. Ideally suited for inkjet printers.

### **Laser Papers**

Paper with a very smooth finish designed for a “dry” toner printing process. These papers are specially created for laser printers and copiers.

### **Opacity**

The measure of a paper sheet’s ability to prevent show-through of text or images. Papers with more fibers or fillers have a greater opacity, as do heavier weight papers.

### **Processed Chlorine Free (PCF) Bleaching**

Bleaching method reserved for recycled content (minimum 30%) paper.

### **Ream**

A package of paper, typically either 250 or 500 sheets.

### **Recovered Paper**

Paper recovered for recycling into new paper products.

### **Recycled Paper**

Paper containing recovered paper. The U.S. Federal Government’s standard to call paper “recycled” means that it has at least 30% recovered paper content.

### **Thermal Paper**

Paper that is coated on one side with a material that reacts to heat. Some fax machines require thermal papers.

### **Totally Chlorine Free (TCF) Bleaching**

Bleaching method reserved for virgin wood fiber papers. These papers do not use pulp produced with chlorine or a chlorine compound as a bleaching agent.

### **Uncoated Free Sheet**

Paper made with less than 10% mechanical wood pulp and no surface coatings. Most business papers are uncoated free sheet.