PAPER
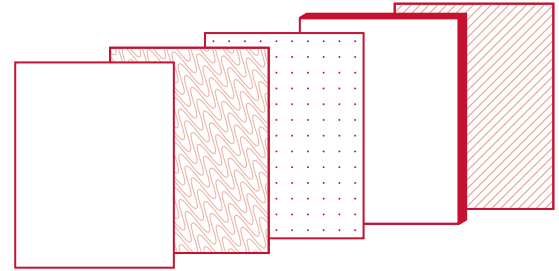## OPTIONS

COVER OR TEXT?

The main difference between cover stock and text stock is the thickness of the paper. Cover stock (also known as cardstock) is thicker and more rigid, making it perfect for products like business cards, postcards, and menus, to name a few. Text stock (also known generally as just "paper") is easier to fold, and is used for items like letters, brochures, flyers, and book pages. Both stock options can be coated or uncoated. Some publications use cover stock for the cover and a matching text stock for the pages.

HS Accent Opaque Stock

OPTIONS

- HS Accent Opaque Text 70# White 13x19
- HS Accent Opaque Cover 80# White 13x19
- HS Accent Opaque Cover 100# White 13x19

DESCRIPTION

Premium uncoated sheet.

- Its high brightness provides excellent print contrast for intense whites, and subtle tone variations for dark colors
- Smooth level printing surface leads to crisp, vivid images and consistent production with proper ink hold and quick-drying characteristics
- Excellent opacity for minimal show-through
- Good choice for image-heavy materials

COMMON USES

Resumes, catalogs, flyers, sell sheets, manuals, brochures, direct mail, financial documents, reports, marketing materials

## Aspire Petallics Beargrass Stock

OPTIONS

- Aspire Petallics Text 80# Beargrass 12x18
- Aspire Petallics Cover 98# Beargrass 13x19

DESCRIPTION

This product adds sophistication and shimmer to any project. The paper is metallic and pearlescent for an extraordinary impact. Consider embossing or engraving for a rich effect.

COMMON USES

Announcements, annual reports, booklets, brochures, business proposals, catalogs, direct mail, envelope stuffers, flyers, graphic design projects, inserts, menus, newsletters, reports, sell sheets
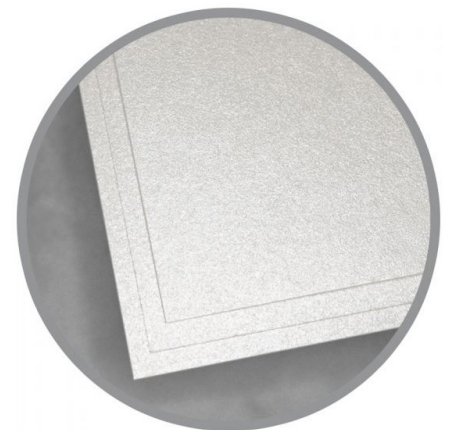
Detail of Beargrass Stock

Classic Crest Stock

OPTIONS

- HS Classic Crest 100% Text 100# White 13x19
- HS Classic Crest 100% Cover 100# White 13x19

DESCRIPTION

Classic Crest Paper is FSC-certified line which meets the mark of responsible forestry, and is manufactured with 100% renewable energy. It has excellent formation, a silky smooth surface, and no blemishes that tend to characterize other recycled products.

COMMON USES

Annual reports, booklets, catalogs, direct mail, envelope stuffers, flyers, inserts, newsletters, reports, sell sheets

Mohawk Everyday Digital Stock

OPTIONS

- HS Mohawk Everyday Digital Uncoated Text 80# White 13x19
- HS Mohawk Everyday Digital Uncoated Text 100# White 13x19
- Mohawk Everyday Digital Uncoated Cover 120# White 13x19

DESCRIPTION

This stock is a family of reliable and economical coated and uncoated papers specially made for digital presses. The paper has a smooth finish and is designed to maximize productivity on the press, and enhance performance in finishing. The paper's whiteness will help your prints pop.

COMMON USES

Announcements, booklets, brochures, copies, flyers, forms, invites, programs

Label Stock

OPTIONS

- High Gloss Permanent Label 60# White 13x19
- Uncoated Permanent Label Offset 60# (80# Printed) White 13x19
- Uncoated Removable Label Offset 60# White 12x18

DESCRIPTION

The paper has an adhesive back available in a gloss or matte finish.

COMMON USES

Stickers (large or small in custom shapes and sizes), name tags

Starlight Pearl Cover Stock

OPTIONS

- Starlight Pearl Cover (Photo) 12x18

DESCRIPTION

Print photos on our Starlight Photo Lustre paper which adds a subtle silvery shine to make the image pop.

COMMON USES

Announcements with pictures

Sterling Premium Digital Press Stock

OPTIONS

- HS Sterling Premium Dull Cover 100# White 13x19
- HS Sterling Premium Dull Text 100# White 13x19
- HS Sterling Premium Gloss Text 100# White 13x19
- HS Sterling Premium Gloss Cover 100# White 13x19
- HS Sterling Premium Gloss Cover 120# White 13x19

DESCRIPTION

Comes in both text and cover weights, and in dull or gloss finishes. The stock is extremely smooth, and is great for versatile, everyday printing.

COMMON USES

Announcements, booklets, brochures, copies, direct mail, flyers, forms, invitations, newsletters, postcards, posters, presentations, programs, menus

Synthetic Paper stock

OPTIONS

- HS Synthetic Paper (was Synaps) 14 Mil White 13x19

DESCRIPTION

Is a polyester based synthetic paper where the finished product is both durable and naturally resistant to water and grease. It has incredible tear strength, resists folds, has a smooth finish, and can hold up in any environmental condition. It is an excellent replacement to laminated sheets.

COMMON USES (WATERPROOF PAPER)

Badges, flyers, id cards, info sheets, luggage tags, menus, outside signage, placemats, posters, store displays

Ultra Digital stock

OPTIONS

- HS Ultra Digital Felt Text 100# White 12x18
- HS Ultra Digital Felt Cover 100# White 12x18
- Ultra Digital Uncoated Cover 100# Cream 12x18

DESCRIPTION

Comes in both smooth and felt finishes and has a thick, high-quality feel.

COMMON USES

Annual reports, announcements, booklets (covers), brochures, copies, direct mail, flyers, forms, invitations, newsletters, premium catalogs, presentation folders, programs
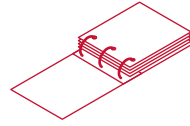

Detail of Felt Finish

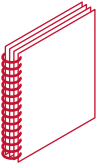# Bindery Services

SADDLE STITCHED BIND

A book binding method where folded sheets are gathered together one inside the other and then stapled through the fold line with wire staples.

Wire-O: this wire-binding technique is common for small booklets, calendars and pocket-sized address books.
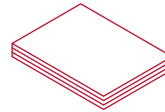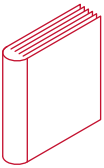
PLASTIC COIL BIND

A plastic coil is threaded through holes in multiple sheets of paper to bind them together. This method is typically used for notebooks, wall calendars and reports.

HARD COVER BIND

Pages are glued or sewn along the book's spine into a hardcover. It's perfect for manuals, novels, reference books with 60 pages or more.

PERFECT BIND

Is a widely used soft cover book binding method. Pages and cover are glued together at the spine with a strong, flexible thermal glue. Examples include soft cover books, corporate reports, manuals, catalogs, and thicker product brochures and magazines.

SIDE STITCHING

Binding several single pages together by driving wire staples into edges of the material, parallel to the bound edge. This method secures leaves, or sections of a book, with wire staples. It's one of the strongest forms of construction, frequently used to bind textbooks and thick periodicals.

CORNER STITCHING

Individual sheets are stapled together at the corner.

LOOSE-LEAF BINDING

A set of holes is drilled into a stack of sheets for easy insertion into three-ring or post binders. This technique is typically used for notebooks, presentations, financial reports, manuals or other publications that require frequent updates.
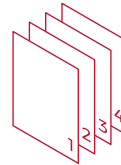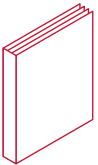
PADDING

A flexible adhesive is applied along one edge of a stack of same-sized sheets securing them together into a single unit, but allows the top sheet to be easily removed as needed. Common examples include notepads that typically include 50 sheets per pad.
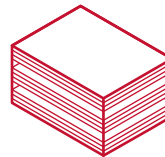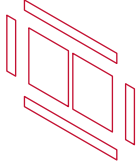
COLLATE

The gathering and arranging of individual sheets into a predetermined sequence. Collating creates consistent, logical sets from multiple parts.

SHRINK WRAP

Shrink-wrapping is a good option to protect printed assets or group multiple mailing pieces together. Our shrink-wrapping equipment packs items in a tight, clear wrap that leaves graphics visible.

Finishing Services

TRIM

We use a sharp blade to cut a printed piece down to its desired size. Common examples include removing excess paper along crop marks, separating multiple images printed on a single sheet, or trimming the open edges of a book to create evenly aligned pages.
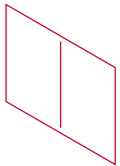
SCORE

Scoring is done to prevent paper from cracking when folded, Used mostly on heavyweight papers and cardstock used in brochures, and cards.
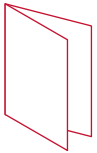
FOLD

A procedure that bends over a printed piece so that it lies flat upon itself. It is commonly used as a design technique to create separate panels from a single sheet, for items like a brochure or invitation. There are numerous folding styles available.
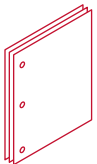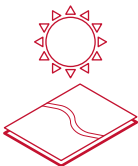
HOLE PUNCH / DRILL

Holes are punched or drilled into paper. This is a great way to organize catalogues and brochures in a binder.
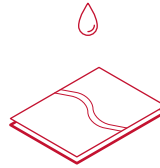
INSERTING

Our automatic inserting machines can insert separate pieces into an item like an envelope.

UV COATING

A tough clear-coat applied over printed materials to improve resilience and appearance. This coating is applied in liquid form, then exposed to Ultraviolet light which bonds and dries it instantly.

AQUEOUS COATING

An environmentally-friendly water-based clear-coat applied to printed pieces to help protect the ink and paper against minor scuffs, abrasions fingerprints and dirt. It is useful for projects that are handled a lot such as mailings, and is best used on cardstock 80# or heavier. Aqueous comes in gloss, dull, and satin.

LAMINATE

The process of bonding a clear plastic film onto printed projects to protect it against stains, smudges, moisture, wrinkles, and tears. It improves item durability and enhances the vibrancy of the ink colors. Lamination is a popular choice for printed items that must endure heavy use, such as educational materials, flip charts, book covers, maps, and consumer displays. Lamination is available in Gloss and Matte finish.

ROUND CORNER

A semi-circle cut is removed from the corners of printed material. It enhances the look of the finished product and helps prevent the edges from fraying or becoming dog-eared.

DIE CUT

A thin sharp blade is used to cut paper, cardstock, labelstock, or other substrates into various shapes Examples include door hangers, coasters or labels.

FOIL STAMP

A process that uses heat and pressure to apply a metallic foil design to a printed piece. The foil comes in a variety of colors. Foils can be combined with the embossing technique to create a metallic design that adds elegance and distinction. Foils are often used on business cards, invitations and certificates.

EMBOSS / DEBOSSING

Refers to the method of pressing an image into paper or cardstock to create a three dimensional design. Embossing results in a raised surface; debossing results in a depressed surface. This technique is used in greeting cards, and booklets.
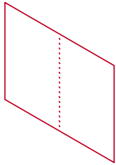
PERFORATE

A procedure that creates a series of very fine holes in paper or cardstock, usually along a straight line, to allow a portion of the printed piece to be easily detached by hand. Used for a variety of purposes, such as coupons, tickets, ID cards, and response cards.
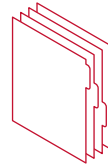
INDEXING & TABBING

Adding plastic tabs or thumb cuts to the edges of printed sheets to help readers locate specific information.
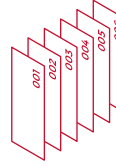
SEQUENTIAL NUMBERING

Involves the printing of identification numbers so each printed unit receives its own unique number. This number can appear in one or in multiple positions on each