

# PressLines

## Making a Statement with Paper

**T**he surest way to lessen the impact of your print materials is to choose the wrong paper stock. Granted, many factors contribute to the outcome, but none more than paper choice. The tactile quality of print is perhaps the medium's greatest asset, and paper sets the tone. This issue of *PressLines* offers practical advice for choosing the right paper stock.

### Product, Service, Audience

What you're selling to whom should be your top consideration. Some things are obvious. For example, a luxury product being sold to high-income consumers requires an elegant paper. A low-end choice could cause a negative association with the quality of your product.

On the other hand, a more down-to-earth audience could be turned off by too stylish an approach, especially for more practical, everyday products. And all groups may expect a more budget-conscious selection from a non-profit organization. That doesn't mean your paper has to look one step away from newsprint to not offend. Audiences always appreciate well-designed, readable content, and your paper selection must help do the job.

Other audience factors may also come into play. Environmentally-sensitive audiences may expect to see recycled paper certified by the Forest Stewardship Council (FSC). Seniors may appreciate paper selections that are more blue-white in shade and appear whiter to the eye.

### Featured Artwork

The nature of your artwork and photography should also influence paper choice. Finish will greatly impact how images reproduce. Grade, brightness and shade are also factors. Even the amount of ink coverage is a consideration. Thinner, less opaque papers will have more show

through, and heavy ink coverage only exasperates the problem.

If you're using photography, you'll likely want a coated stock for better reproduction. How much gloss the paper should have is another matter. The main categories in order of glossiness are cast-coated, gloss, dull/silk and matte. Highly reflective photography, like automobiles, will reproduce best on glossier finishes. But other factors like the amount of type and the overall look and feel you want also weigh into finish selection.

Uncoated papers, used for applications from stationery to manuals, also present a wide range of finish choices. In fact, corporations are now using uncoated papers, along with less glossy coated stocks, to project kinder and gentler corporate images.



...continued

## Paper Makes a Statement

Untextured finishes include smooth, wove, felt and vellum. They generally have no raised ridges or watermarks. Textured categories include linen, laid and pinstripe. These embossed papers have raised detailing that can be both seen and felt.

Both textured and untextured stocks are often produced in a variety of colors, and some stocks are available in duplex color versions. Parchment (marble look) and cockle (uneven, handmade look) present additional uncoated options.



Then in uncoated publication grades, there is supercalendered paper. The stock goes through calendering (smoothing) during the papermaking process but has no coating. Nonetheless, these papers have a more polished, smoother surface than other uncoated stocks and provide a less expensive alternative for some magazines, catalogs and advertising materials. Supercalendered papers come in several grades: SC A+, SC A, and SC B.

### Tapping Emotions

Paper helps you elicit an emotional response to your print materials. For example, bright colored paper gives a startling effect. On the other hand, warmer colors can contribute to creating excitement for a promotional event while dull colors are best for more subdued topics.

Yet color psychology can be tricky. The real key to color choice, whether in paper or ink, is perceived appropriateness. In other words, does the color fit what is being sold.

Research indicates that predicting your target audience's reaction to color appropriateness is far more important than the individual color itself. If Jeep owners buy the vehicle because of its reputation for ruggedness, then colors that elicit that emotion will work best.

Paper weight also contributes to tone. There is a trend toward heavier stocks and double-thick covers, particularly for collateral materials. With ever tightening budgets, heavier paper can make up for fewer pages and still offer a substantial, credible feel. Or you can get creative by mixing different papers within the same piece.

### Stock up at Ripon Printers

We welcome opportunities to work with your design team. Our staff can furnish samples of creative uses of paper or work though any production challenges your paper selection might pose. And if you share our goal for sustainable print, we work collaboratively with customers to address the entire print production and distribution supply chain.



## My Column's Swan Song



This is my last column as president of Ripon Printers. Actually, I wear two hats – president, and part owner. It's in my role as owner that I'm making this change. I've enjoyed serving as the leader of this company for almost 18 years. As a team, I believe we've been true to

our mission statement of delivering "Customer Delight." However, it is time for a new leader to take over with new ideas and enthusiasm.

I am excited that Julie Newhouse will be taking over for me. Julie is relatively new to the company, with two-and-a-half years tenure, but she's a long-term industry veteran, having logged close to 30 years in the printing industry. Julie is both an excellent communicator and a pragmatic leader who gets things done. She's empathetic to customer needs, which is critical, and she is also well versed in the manufacturing process.

Julie and her husband Greg have twin college-age daughters and have been residents of the Midwest their entire lives. If you haven't met or talked to Julie yet, you will enjoy doing so in the future.

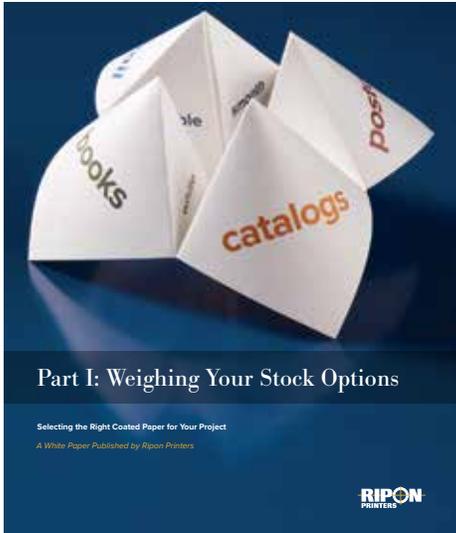
I plan to remain with the company for several more years as the chief financial officer. I'm looking forward to concentrating on our accounting and reporting needs, especially as our industry continues to evolve and the need for detail analysis becomes even more critical.

Thank you for your friendship and for letting us help you with your projects over the years. I've been blessed to work with so many fine people involved with our business, including our customers, vendors and employees.

A handwritten signature in black ink that reads "Andy Lyke".

### Part I: Weighing Your Stock Options

## Selecting the Right Coated Paper for Your Project



With thousands of choices and an abundance of complexities, choosing the right paper is no slam dunk. Ripon Printers helps make the job easier with a series of white papers on selecting the best stock for your

needs. Part 1 in the series covers coated papers and is now ready for release. It's chock full of valuable information that will help you better understand all the important selection criteria from basis weights to finishes. Also included is a glossary of coated paper terms and information about various options for purchasing paper.

### Ripon's Paper Services

- Paper consultation
- Swatch books
- Dummies
- Ink draw-downs
- Quality house stocks
- Eco-responsible choices
- Educational opportunities
- Strong mill and merchant relationships
- Insured warehousing

Ask your representative for a complimentary copy or send an email request to [sales@riponprinters.com](mailto:sales@riponprinters.com).

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## USPS Informed Delivery® Lets You Digitally Preview Incoming Mail

You've experienced "mail moments" – those times when you're anticipating receiving something exciting in the mail. It may have been anything from a college acceptance letter to birthday greeting cards. You made dutiful trips to the mailbox to see if the mail had arrived.

The Informed Delivery® service helps restore some of the magic by providing users with digital previews of their letter-size, household mail (including postcards) arriving soon. To be eligible, the mailpiece must be automation compatible and scanned through USPS equipment. Here's how it works:

- USPS uses existing processes to gather digital images of the exterior of letter-size mailpieces that are processed through automation equipment.
- The service automatically matches mailpiece images to Informed Delivery users.
- Informed Delivery users receive notice of mail arriving soon in an email and/or dashboard view.
- USPS delivers physical mailpieces through regular delivery.

From a mailer's perspective, Informed Delivery, creates new opportunities for mailers to engage with potential customers. You can use it for anything from subscription renewals to extending retail promotional codes, rewards enrollment and many other uses. We used it with this newsletter to promote our new white paper.

Informed Delivery is available for most residential Zip Code locations nationwide. While the service is free, it's ad supported. Advertisers that deliver physical direct mail may replace or supplement their ads with digital ads in your Informed Delivery dashboard and notification emails.

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