

Unlocking the Key Factors in Selecting Office Paper



<p>COPY EarthChoice®, Lettermark® Copy & Xerox® Vitality® Office Papers</p>	<p>MULTIPURPOSE Lettermark® Premium Printing Papers</p>	<p>PREMIUM Xerox® Bold Digital™ & Bold Professional™ Printing Papers</p>
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HOW WILL THE PAPER BE USED?

<p>Everyday office copies for internal use</p>	<p>Important internal or customer-facing materials</p>	<p>Printed copies that have to look and feel superior</p>
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WHAT ARE YOU PRINTING?

<p>Black & white copies, drafts, emails</p>	<p>Color copies, two-sided documents, reports</p>	<p>Full color presentations, proposals, resumes</p>
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WHAT IS BRIGHTNESS?

Brightness is a measurement (on a scale of zero to 100) of the amount of light reflected from the surface of a white sheet of paper. The higher the number the brighter white the paper appears. Higher numbers equal more contrast between the sheet and the text and images—resulting in bolder images and brighter colors.

<p>92 Bright</p>	<p>94-98 Bright</p>	<p>98-100 Bright</p>
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WHAT IS BASIS WEIGHT?

The industry defines basis weight as the weight, in pounds, of a ream (**500 sheets**) of a paper cut to a given standard size (basic sheet size). The higher the number, the thicker and sturdier the paper.

<p>20 lbs. Most economical, great for everyday home and office printing.</p>	<p>20-22 lbs. Economical choice for color printing.</p>	<p>24-32 lbs. Sturdier to withstand repeated use; thicker for a more substantial feel and will minimize show-through with 2-sided printing</p>
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CERTIFICATIONS



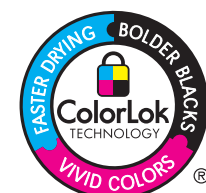
The Forest Stewardship Council® (FSC®) promotes environmentally appropriate, socially beneficial and economically viable management of the world's working forests through the development of forest management standards.



A Sustainable Forestry Initiative® (SFI®) certified forest contributes to local, regional and national conservation goals.



Post-Consumer Recycled Fiber
Contains 30%



ColorLok® Technology for bolder black and vivid colors with inkjet printing and better quality and performance with laser printing.



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