



Which paper stock is right for you?



Glossy

Light-catching gloss that complements vivid designs.

Best for: Photography-based or vibrant designs

Not for: Designs that use less ink; white designs

Feels like: Slick front, silky back



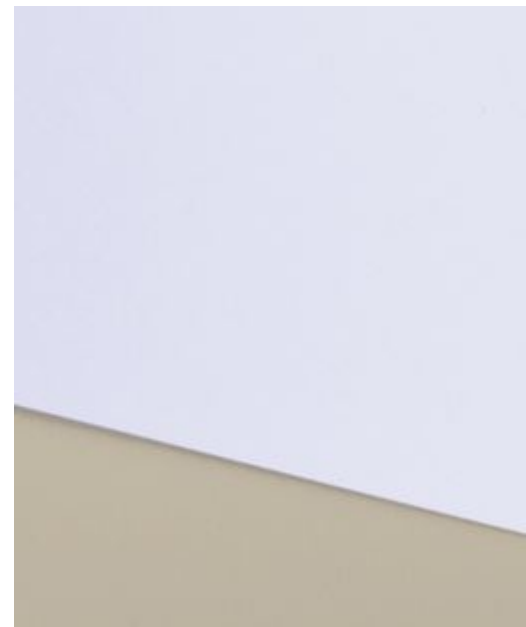
Matte

Coated, smooth feel and easy readability.

Best for: Light-colored designs

Not for: Dark, vibrant colors

Feels like: Varnished front, silky back



Uncoated

Classic, uncoated option perfect for handwritten notes.

Best for: Minimal text, simple design

Not for: Busy, large designs

Feels like: A notecard



Pearl

Gentle shimmer and a smooth, polished feel.

Best for: Lighter designs with pops of rich color

Not for: Mostly dark, saturated designs

Feels like: A smooth polish



Kraft

90% post-consumer recycled brown paper.

Best for: Simple, rustic designs; black ink

Not for: Modern or color-heavy designs

Feels like: An extra-thick paper bag



Recycled matte

100% post-consumer recycled, uncoated paper.

Best for: Eco-friendly businesses

Not for: Predominantly dark designs

Feels like: A lightly textured notecard



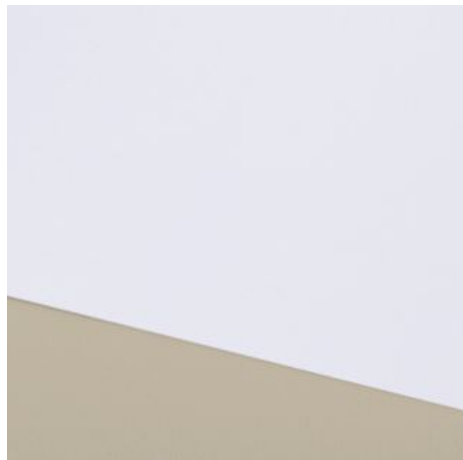
Linen

Elegant, Italian cotton paper weave.

Best for: Designs that use less ink

Not for: Heavy, all-over printing

Feels like: Lightly woven



Soft touch

Smooth with a velvety matte coating.

Best for: Vibrant, colorful designs

Not for: Light designs, industrial style

Feels like: Soft fuzz, felt



Natural textured

100% post-consumer recycled paper with natural, speckled texture.

Best for: Minimalistic, natural designs

Not for: Ink-heavy designs

Feels like: Slightly rippled felt