

Paper Weights:

GSM (Grams per Square Metre) measures the weight of paper. The higher this number, the thicker the paper or stock.



GSM in practice - what paper thickness can I expect?

70gsm: This is the weight of NCR (No Carbon Required) paper.

80gsm-100gsm: The weight of most household printer paper.

120gsm: The most common paper for high quality letterheads and compliment slips – but always check this paper will go through your printer.

130gsm to 150gsm: This GSM range covers the paper thickness of most posters, leaflets and flyers.

170gsm to 300gsm: This GSM range covers the premium range of posters, leaflets and flyers. This stock is approaching card but will still have a bit of a bend when held with two fingers.

330gsm to 400gsm: This GSM is classed as card stock and most commonly associated with Business Cards.