

The Right Paper Projects, Preserves Your Brand Image

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What's in a name? How many times have you heard that question. Nearly everyone would agree that the name behind a company carries weight.

Now, what about that name in print? Once again, it matters immensely in reaching your customers.

Yes, your company name and your brand image must stand out in print. But whether you are just starting out or an established business have you thought about how the paper you print on reflects your image and carries that name. It's important to select the right paper to get noticed, to build engagement, to generate loyalty and to live up to the image of your brand.

The paper you select can make a huge difference so consider several factors.

For starters, what's the project – business card, envelope, postcard, brochure, poster, self-mailer, banner, signs and so on? Every project demands some thought to find the right paper to match the project and its objectives.

You then should consider the density – or thickness of the paper – to match both the project and the image you want to project. As an example, you wouldn't really want to print a four-color brochure on newsprint. A heavier stock not only better handles that four-color look but it also folds better. And it certainly builds that image.

Your printing representative can play a key role in helping determine the right density for the project and preserving that all-important brand image.

Equally important with the thickness is the finish, which usually means either a coated or uncoated paper. Coated papers can carry a glossy, matte or a dull-coated finish.

The finish can certainly project and protect your brand. Glossy stock really pops and gives any printed piece an elegant, rich look. And matte finishes have come a long way as well in this regard but may require a special coating to make color images stand out. Uncoated stock, though, may not be the best choice except for everyday stationery and if your image requires to show you are frugal. As for the latter, charitable organizations are often careful about presenting an image that shows they spend their dollars wisely.

Density and finish are important critical considerations. Many paper suppliers now offer a range of options in density and finish to address several printing projects. In other words, you can find the right weight and finish whether it's a four-page or 24-page brochure, a one-page flyer or a self-mailer. Plus, the brightness of the paper family should play a role in your decision.

Choosing a family of paper can build consistency across your printed projects. But you also need to address how well any paper family works in today's printing world. Some paper only may work well on traditional presses. In today's fast-paced, print-what-you-need and customized world, digital printing offers numerous advantages. However, not all paper prints well on a digital press. Be sure to understand this and address it when selecting a paper stock. You can find a stock that provides the quality and image you want whether it's printed on a traditional offset press or on a digital press.

Having said this, no one paper family can cover all projects such as for large printing projects: wall murals, large posters, even printed graphics that are a story tall. Secondly, you may require printing on materials that don't use paper such as banners, acrylic signs and more. That's OK, though, but it helps to use the same printer for these needs so the finished job gets as close as possible to the established image you want to project.

All of this demonstrates why it's important to work with your printer. Your Swift Print Communications' sales representative will discuss your printing needs and the importance of your brand image. They can provide a range of paper options to meet those needs, protect your image and best suit your budget. They also will show you samples of the paper choices so you can see and feel the stock.

In short, your name and your brand are important. The paper you select makes a difference in projecting the image you want while delivering the results you deserve.

Find out how [Swift Print Communications](#) can help you select the right paper for all your traditional and digital printing needs. Just give us a toll-free call at 800.545.1141 or we would welcome the opportunity to show you firsthand by arranging a visit. You can also follow us on [LinkedIn](#) and [Facebook](#).