



What is the difference between text stock and card stock?

Paper is measured in either weight for text stocks or thickness for card stocks. For example 100# (pound) text is measured in weight. 14 pt (point) card (sometimes called cover) is measured in thickness. Text weight stocks are thin papers and typically used for brochures, calendars, catalogs, CD inserts and tray cards, copiers, coupon sheets, desktop printers, fliers, notepads, posters, and stationary. Card stock is thicker than text weight and typically used for business cards, CD jackets, door hangers, event tickets, pocket folders, postcards, rack cards, Rolodex® cards, Rolodex® postcards, and table tents.

At WePrintDirectForLess we have standardized on two paper stocks a 100# coated both sides text weight stock, and a 14 pt coated both sides card stock. Our experience in commercial printing has found these two stocks to give optimum four color printing results.

Use www.WePrintDirectforLess.com On Your Next 4 Color Printing Job

Here are the top 5 reasons you will great service and fantastic prices at WePrintDirectForLess.

1. Unlike 90% other commercial printers we specialize in 4 color process printing only. That means we don't have to set up and tear down our presses to accommodate spot Pantone colors or paper stocks. This us saves time and we pass those savings direct to you.
2. To give you the best 4 color results 95% of our jobs get printed on either high quality 14 point double sided glossy card stock or 100# double sided glossy text weight stock. We buy our paper stock in bulk. Then we pass those savings direct to you.
3. By uploading your 4 color art direct to us we are able to review it then email you a FREE PDF proof. Once you get it back and approve it your job gets placed in our production queue. This gives you quicker throughput. Then we pass those savings direct to you.
4. With our proprietary software and presses we gang our jobs and utilize every square inch of paper that we can. This not only is environmentally friendly but it also cuts waste. Then we pass those savings direct to you.
5. We charge up front for your printing jobs. Therefore we don't have to employ people to chase down accounts payable. Then we pass those savings direct to you.

At WePrintDirectForLess.com your source for high quality, low cost, 4 color printing, fast, we will and do save you money! Place an order today!

