**The Ultimate Guide to Card Stock**

## PAPER FINISH

### WHAT IS PAPER FINISH?

Paper finish describes the surface or texture of a sheet of paper or cardstock. It affects the look and feel of the paper, as well as printability and absorbency.

### COMMON PAPER FINISHES

<table>
<thead>
<tr>
<th><strong>COCKLE</strong></th>
<th><strong>Ideal For:</strong></th>
</tr>
</thead>
</table>
| Rough texture and wavy look designed to imitate hand-crafted papers. | Invitations  
Menus  
Crafting  
Wedding stationery  
Promotional materials |
| **Used To:** Add a rustic, artisanal feel. |

<table>
<thead>
<tr>
<th><strong>EMBOSSED</strong></th>
<th><strong>Ideal For:</strong></th>
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</thead>
</table>
| Raised, unique pattern. | Crafting  
Hang tags  
Invitations  
Table tents  
Announcements  
Wedding stationery  
Menus |
| **Used To:** Add an unusual texture to your projects. |

<table>
<thead>
<tr>
<th><strong>FELT</strong></th>
<th><strong>Ideal For:</strong></th>
</tr>
</thead>
</table>
| Looks and feels like wool felt. | Brochures  
Packaging  
Direct mail  
Crafting  
Business cards  
Pocket folders  
Invitations |
| **Used To:** Create a soft, tactile texture. |
# The Ultimate Guide to Card Stock

## Paper Finish

<table>
<thead>
<tr>
<th>GLOSS</th>
<th>Ideal For:</th>
</tr>
</thead>
</table>
| A coated finish available in varying degrees of shine. | - Business cards  
- Pocket folders  
- Promotional materials |
| **Used To:** Reproduce vibrant colors; increase durability. | **Ideal For:**  
- Covers  
- Catalogs  
- Media kits  
- Photography |

<table>
<thead>
<tr>
<th>LAID</th>
<th>Ideal For:</th>
</tr>
</thead>
</table>
| Sheer, transparent lines run through the page. | - Business cards  
- Brochure covers  
- Pocket folders  
- Corporate identity communications |
| **Used To:** Enhance professional look and feel. | **Ideal For:**  
- Covers  
- Crafting  
- Folders  
- Reports  
- Packaging |

<table>
<thead>
<tr>
<th>LETTRA</th>
<th>Ideal For:</th>
</tr>
</thead>
</table>
| Thick and fluffy; designed for Letterpress printing. | - Business cards  
- Brochure covers  
- Pocket folders  
- Corporate identity communications |
| **Used For:** Letterpress printing, embossing, debossing, foil work. | **Ideal For:**  
- Covers  
- Crafting  
- Folders  
- Reports  
- Packaging |

<table>
<thead>
<tr>
<th>LINEN</th>
<th>Ideal For:</th>
</tr>
</thead>
</table>
| Mimics the look and feel of linen cloth. | - Business cards  
- Letterheads  
- Wedding stationery |
| **Used To:** Add a luxurious touch. | **Ideal For:**  
- Menus  
- Invitations  
- Stationery |
# Paper Finish

## Matte
Coated finish with subtle sheen. Shows colors well while producing easy-to-read text.

**Ideal For:**
- Calendars
- Catalogs
- Flyers
- Inserts
- Direct mail
- Reports

**Used To:** Reproduce vibrant colors; increase durability.

## Metallic
Coated stocks ranging from subtle shine to bold sparkle. Smooth paper tend to be more subtle.

**Ideal For:**
- Covers
- Crafting
- Invitations

**Used To:** Add some glitz or pizazz.

## Parchment/Vellum
Slightly rough texture designed to imitate the animal skin paper for which it was named.

**Ideal For:**
- Awards
- Crafting
- Diplomas
- Certificates

**Used To:** Add a traditional, classic feel or a touch of ceremony.
# PAPER FINISH

## SATIN

A coated stock part way between glossy and matte.

**Ideal For:**
- Covers
- Gift tags
- Hang tags
- Photography
- Portfolios
- Brochure covers

**Used When:** You need more readability than high gloss, but better colour reproduction than matte.

## SILK

A coated stock part way between glossy and matte, closer to glossy than satin.

**Ideal For:**
- Brochures
- Flyers
- Newsletters
- Business cards
- Corporate identity communications
- Presentation folders
- Marketing materials

**Used When:** You want to produce crisp images, but need something you can also write on.

## SMOOTH

Soft and smooth to the touch.

**Ideal For:**
- Brochures
- Flyers
- Menus
- Newsletters
- Reports
- Correspondence
- Corporate identity communications
- Promotional materials

**Used To:** Produce crisp images and text, embossing, and foil stamping.

## WOVE

Smooth finish that’s slightly rough to the touch; likely the finish you buy for printing at home.

**Ideal For:**
- Covers
- Calendars
- Crafting
- Folders
- Packaging
- Office use

**Used To:** Suitable for all uses.
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SHOP PAPER FINISH

Click to find the perfect card stock for your project.

Paper Finish

Cockle  Lettra  Silk
Embossed  Linen  Smooth
Felt  Matte  Parchment/Vellum
Gloss  Metallic  Wove
Laid  Satin

Read the complete Ultimate Guide to Card Stock on The Paper.

Find the perfect card stock for your project at The Paper Mill Store.

ThePAPERMILLStore.com
WHERE YOUR PAPER PROJECTS BEGIN