

# finch quality guide

## How to select a high-quality uncoated paper.

Your choice of paper — how it looks, how it feels, how it's made — plays a pivotal role in the quality of your final printed piece, and speaks volumes about your organization, its personality and its values. Here are some important paper criteria to consider:

### Formation

Paper is made of millions of fibers, interlocked to form the printing surface. The more uniformly the fibers are distributed, the more evenly the ink will spread and the better your printed piece will look. Finch offers outstanding formation and printability. See for yourself by holding it up to a light. No clumps. No clouds. No problem.

### Opacity

When words and images show through one side of a page to the other, it can be distracting to the eye and hard to read. This is caused by the amount of light that passes through the page — or the "opacity" of the paper. Opacity is measured on a scale of 1-100. Papers at the upper end of the scale — like Finch — have high opacity to block light and printed images from showing through. We increase the opacity of our paper with a special ingredient called precipitated calcium carbonate, which we make ourselves by re-using carbon dioxide from our manufacturing processes before it can be released to the environment.

### Brightness

This is a measure of the amount of light that reflects off a sheet of paper. If you're printing a document with lots of great photos and vivid colors, the brighter the paper the more vibrant those images and colors will look. Premium uncoated papers, like the ones Finch makes, are brighter than coated papers. For example, Finch Premium Blend and Finch Fine come with brightness levels of 98 and 99 on a scale of 100. Of course, brightness and shade go hand in hand. That's why Finch offers a selection of white and off-white papers to create the degree of brilliance or warmth you desire.

### Smoothness

The smoothness of your paper dictates how your printed piece will feel in the recipient's hand, and whether colors and photos appear more vibrant or more subdued. There's no good or bad here, just your personal choice as to the look and feel you want. Smoother paper generally prints a sharper dot, for detail and vibrancy. Toothier

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### Our Products:

High-quality text and cover  
**Finch Premium Blend**  
**Finch Fine**

High-value opaque papers  
**Finch Casa Opaque**  
**Finch Opaque**

High-performance digital papers  
**Finch Fine iD**  
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sheets have a different feel (termed “hand”) and take on more ink to create richer, saturated solids. Smoothness is measured according to what is known as the Sheffield scale. The lower a paper’s Sheffield number, the smoother the paper.

### **Environmental Attributes**

Businesses and institutions are increasingly looking beneath the surface of a paper to understand how it’s made and how it fits their own sustainability initiatives. If you’re looking to demonstrate a commitment to responsible forestry, Finch offers papers with both the Forest Stewardship Council (SW-COC-000934) and Sustainable Forestry Initiative® (SFI) certifications. If recycled fiber is important, choose from our grades with 30% or 10% post-consumer recycled fiber. And when it comes to environmental standards, Finch doesn’t stop there. All the pulp used to make Finch Paper is either elemental chlorine-free or process chlorine-free, and the majority of our energy comes from renewable sources such as hydropower and biomass.