



# finch value guide

finchvalue is

# more for your money.

Be smarter and more effective with a smaller budget.

We've been in business at Finch for over 140 years (and right through the Great Depression), producing some of the industry's hardest working, highest quality, environmentally responsible, value-driven uncoated papers on the market.

We deliver :

- choice of weights
- natural look & feel
- sustainability
- high quality
- cost savings

**Finch Fine** is the best value in paper today. It's a high-quality, cost-cutting alternative made with 10% post-consumer recycled fiber. Finch Fine boasts a 98 brightness, excellent formation, two finishes and a full range of sizes for offset and digital printing.

Let's face it, 95% of the time you choose a white, smooth paper—that means that 95% of the time, you can save money by choosing Finch Fine.

**Finch Premium Blend** defines quality and environmental responsibility. Expertly crafted from a mix of specially chosen pulps including 30% post-consumer recycled fiber, the result is a beautifully formed paper that prints velvety-smooth solids and sharp 4-color photographs.

New to the market, Finch Premium Blend has the richness of a museum book paper, but it's offered at a "workhorse" price.



# choice of weights

## Fine-tuning

With a broad spectrum of weights and sizes, Finch papers allow you to fine-tune projects to the exact specifications you need, allowing flexibility, compatibility, and cost saving.

Don't compromise, economize.

	Text	Cover	Double Thick Cover
Finch Fine	<b>60</b>	<b>65</b>	<b>130</b>
Text and Cover weights	<b>70</b>	<b>80</b>	<b>160</b>
	<b>80</b>	<b>100</b>	<b>200</b>
	<b>100</b>		

Finch Reply Card **7 pt.**

# 2X

## Seeing double thick

Finch value can also mean putting on some extra pounds and looking even better! Because Finch costs less than premium brands, you can upgrade from another mill's 100 lb. cover to one of Finch's double-thick covers without spending any more money. Use the extra weight where it matters most: business cards, presentation folders, executive covers and small packaging projects.

**110 lb. double-thick cover**  
Finch Premium Blend

**160 lb. double-thick cover**  
Finch Fine, Ultra Smooth

**130 lb. double-thick cover**  
Finch Fine, Ultra Smooth  
Finch Fine, Antique

**200 lb. double-thick cover**  
Finch Fine, Ultra Smooth



## The simple way to lose weight

Although paper is usually specified in terms of weight (i.e., 70 lb. text, 80 lb. cover), the printer and bindery consider paper in terms of its thickness. A paper's thickness (or caliper) is an indication of the bulk, the heft, and the feel of the paper.

Uncoated papers are thicker than coated papers of the same weight, so you'll find you can get the same bulk with a lot less weight using an uncoated paper. For example, Finch Fine 60 lb. text has the same bulk as a gloss coated 80 lb. text—yet weighs considerably less.

A 48-page catalog printed on a **gloss coated 80 lb. text** weighs **5.92 oz.**

But... the same catalog printed on **Finch Fine 60 lb. text** will have the **same bulk**, yet weigh only **4.5 oz.**

If your printed piece is going to be mailed or shipped (and what job isn't?), choosing a lighter-weight Finch uncoated paper will provide the bulk you want, but you'll likely pay considerably less when it comes to postage and shipping.

# natural look & feel

## fact: uncoated text and cover papers are brighter than coated

Finch Premium Blend and Finch Fine are extremely bright, reflecting almost all the light and really illuminating those transparent printing inks. That means colors really pop. You'd have to pay much more for these brightness levels from other mills, and this kind of brightness is simply not possible with coated papers.

<b>Finch Premium Blend</b>	<b>99 bright</b>
<b>Finch Fine</b>	<b>98 bright</b>



# 98

brightness

## The bright stuff

All of Finch papers are made with elemental chlorine-free (ECF) virgin pulps and process chlorine-free (PCF) recycled fiber.

What's more, Finch brightness gains are attributed to a unique recycling process. We trap our own carbon dioxide and make it into precipitated calcium carbonate. This very pure, homemade ingredient is used to make our paper very bright—even those containing recycled fiber—without adding any cost. And with the added benefit of trapping and recycling a greenhouse gas.

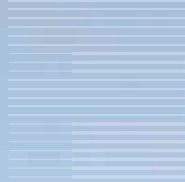


## Treat yourself to a Finch smoothie.

Look at a sheet of uncoated paper under a magnifier. Fibers actually make a fairly rough surface made up of "peaks" and "valleys"; calendering the paper (passing it between highly polished rollers) controls the peaks. The more calendered, the smoother the sheet.

Ultra Smooth Finch Fine is one of the smoothest text and cover papers on the market. (Smoothness is measured on a Sheffield scale; the lower the number, the smoother the paper. Finch Fine 80 lb. text, for example, is measured at 70.) This kind of smoothness results in sharper line and dot reproduction for better detail and color contrast.

If you prefer a toothier, tactile finish, look to Finch Fine Antique finish or Finch Premium Blend. **See all three Finch finishes by turning the page.** ▶



**Finch Fine  
Ultra Smooth**

**Finch Fine  
Antique**

**Finch  
Premium  
Blend**

**Competitive  
brand  
Text & Cover**

Paying more  
for a big-name  
brand?

**That was then.**

Beautiful  
results for far  
less money?

**finch is now.**

# sustainability

## We only use fiber made from responsibly managed forests.

None of the wood or pulp used to make Finch paper comes from endangered or threatened forests. In fact, we make more than 75% of our pulp on our own premises, using wood from the forests that we manage, or wood purchased from other responsible land-owners. We have a stringent chain-of-custody program in place to track the source of our wood and ensure that it comes from responsibly managed North American forests rather than from continents thousands of miles away.



**“Finch Paper’s forest management and wood procurement programs balance the perpetual growing and harvesting of trees with the long-term protection of wildlife, plants, and soil and water quality.”**

—The Sustainable Forestry Initiative



## A carbon sink

A healthy forest plays a vital role in eliminating carbon dioxide (a greenhouse gas) from the environment. Using photosynthesis, growing trees absorb and convert CO<sub>2</sub> into life-sustaining oxygen. It is estimated that forests under Finch management currently store more than 34 million tons of carbon dioxide—an amount that is growing by 128,000 tons per year.

All trees store carbon dioxide in this way. But a forest earns the name “carbon sink” when it is increasing in size or density. The forests we manage have met this criteria for the last twenty years.

## Making our own renewable power—naturally—for over 100 years

Over 66% of our energy needs are met by on-site, renewable sources—a mix of hydropower and biomass. We use this power to make both our pulp and our paper. It’s cost-effective energy that’s been part of our operations for decades—helping us keep costs down and lessening our impact.



# high quality



## It’s more than simply paper

Paper speaks volumes about your company, its personality and its values. Your choice of paper—how it looks, how it feels, how it’s made—is crucial to the quality of your final printed piece.

**Uncoated paper, especially, conveys a sense of fiscal and environmental responsibility.**

Rest assured: Finch’s value text and cover papers offer the same, beautiful results as a higher-priced paper. Your audience will never be able to tell the difference, so why would you want to pay more?

## Value Guide to Shopping for Uncoated Paper

Most Text and Covers	\$\$\$\$\$
Finch Premium Blend Text and Cover	the finch value zone
Finch Fine Text and Cover	
Finch Casa Opaque	
Finch Opaque	
Premium Offset	

Please visit [www.finchpaper.com](http://www.finchpaper.com) to order print samples.

## Praise from printers

Printing can be an adventure; there’s a lot that can go wrong. So when the paper—maybe the most pivotal part of the whole process—is trusted by printers, that says a lot.

Finch was voted **Best In Class** in a recent survey of more than one hundred commercial printers. They cited the “best printed results” and “trusted press performance” of our papers.

This kind of quality centers on the formation of Finch paper. Our papers are formed by close, evenly distributed fibers—resulting in a smooth, even surface for greater ink holdout and higher opacity.

When words and images show through one side of a page to the other, it can be distracting and make text hard to read. This is caused by the amount of light that passes through the page—or the “opacity” of the paper. High opacity papers—like Finch—block light and printed images from showing through. We increase the opacity of our paper by closing the gaps between fibers with a special ingredient called precipitated calcium carbonate, which we make ourselves by recycling carbon dioxide from our manufacturing processes before it can be released to the environment.

# cost savings

## Take a look at the last few printed projects you've completed.

Were they printed on Finch? Maybe not. Could they have been? Sure, probably. Would you have saved money? Yes, definitely.

We keep things pretty simple at Finch. We're not trying to go global, or jump from one bandwagon to the next. Instead, we concentrate on one thing: making great uncoated papers. And by focusing on doing one thing really well, we find ways to innovate our process that allow us to lessen our impact on the environment, reduce our costs, and build extraordinary value into the paper you buy from us.

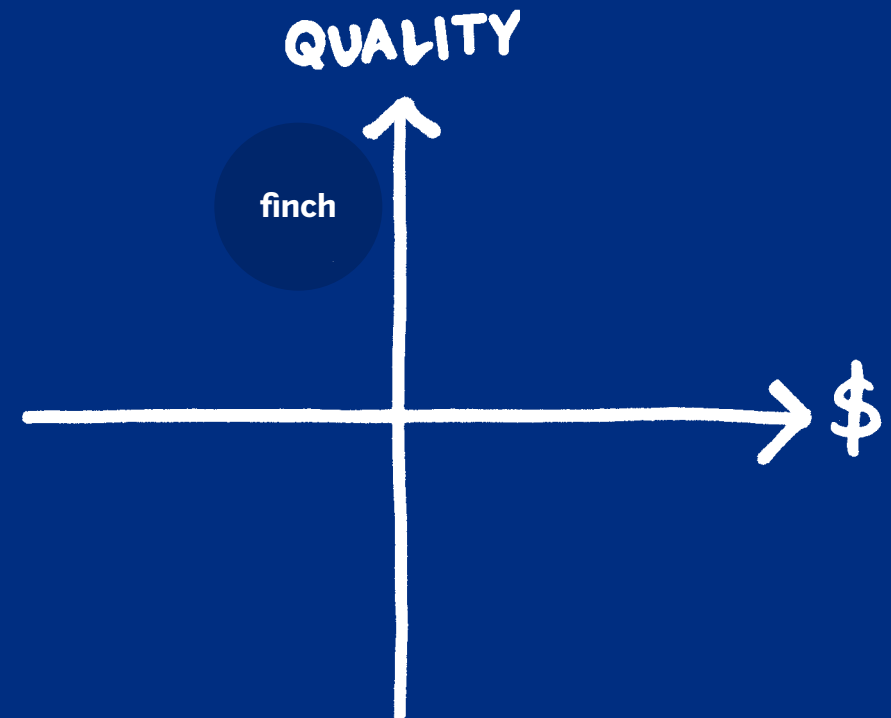
	basis weights	brightness	smoothness	PCW	FSC	price
<b>Finch Fine, Ultra Smooth</b>	10	98	70	10%	yes	\$\$
<b>Finch Fine, Antique</b>	7	98	240	10%	yes	\$\$
<b>Finch Premium Blend</b>	6	99	120	30%	yes	\$\$\$
<b>Options, True White</b>	6	96	70	30%	no	\$\$\$\$
<b>Starwhite,<sup>®</sup> Sirius</b>	10	98	110	0%	yes	\$\$\$\$
<b>Classic Crest,<sup>®</sup> Solar White</b>	10	97	125	10%	yes	\$\$\$\$
<b>Astrolite</b>	7	98	110	0%	yes	\$\$\$\$

Visit [www.finchpaper.com](http://www.finchpaper.com) to order swatchbooks and printed samples.

Ask your printer to provide pricing on Finch Fine and/or Finch Premium Blend on your next project.

### Production Notes

This brochure is printed on Finch Fine, Bright White, Ultra Smooth 100 lb. Cover and 100 lb. Text using 4-color process and two spot colors. For protection, a spot dull varnish is used on the text and overall dull aqueous is used on the cover. Printing samples bound in the middle of this brochure use, as marked: Finch Fine, Antique 100 lb. Text, Finch Premium Blend 100 lb. Text, and a competitive brand 100 lb. text weight, smooth finish. Conventional inks are used on the inside cover and text pages; UV inks are used on the outside cover. 175 line screen.



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# Now's the time. Ask your printer for pricing on Finch.

The era of ignoring the cost of your paper has had its day and has gone the way of corporate jets and luxury boxes. Your printer will tell you: the cost of paper accounts for about one-third the total cost of your print job.

And with Finch Fine costing about 30% less than a big-brand text and cover, the math is easy:

### **finch**value equation

If a job requires \$10,000 worth of that "boutique" paper, switching to Finch Fine will save you about \$3,000.

Original paper cost	→	\$10,000
		× .30
		<hr/>
Savings using Finch	→	\$ 3,000



FSC is the global benchmark for responsible forest management. Finch Paper LLC's chain-of-custody number is SW-COC-000934.

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**Finch Paper LLC**  
One Glen Street, Glens Falls, NY 12801  
1-800-833-9983 [www.finchpaper.com](http://www.finchpaper.com)

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