

Small Business Guide

# HOW TO SELECT THE RIGHT PAPER FOR YOUR BUSINESS



Picking a ream of paper should not be a meaningless gesture. **If you're running a business, you must know that any purchase choice is a management decision.** It influences your work output, the equipment lifetime, the corporate internal expenditure and, of course, the environment.

Each company has its own specific paper needs. This guide was created to help you make informed decisions every time you need to buy office paper.

**Discover 10 essential issues to take into consideration.**

# 1 | What type of documents do you usually print?

Nowadays, it is possible to produce documents in the office, with high levels of quality. From crisp black & white text documents to impressive, full-colour marketing materials. Not only do printers offer the quality required, but also paper ranges are more and more diversified. In fact, there are specific papers for different types of printing jobs. So, start by asking two main questions: What type of documents do I need to print? Do I need to print in colour or black and white?

## External vs Internal docs

**External communications embrace a large variety of pieces, from simple memos, agreements and invoices to business cards, brochures and posters.** For these type of items, you will need different types of office paper (from 80g.m<sup>-2</sup> to 160g.m<sup>-2</sup>, with different surface finishing). For internal documents, the choice will depend on the purpose (archiving, forms, reports, etc.) and the target (same or higher level of responsibility). Anyway, a range between 75g.m<sup>-2</sup> and 100g.m<sup>-2</sup> will certainly cover your needs. **For personal outputs, such as drafts and internet printing, a 75g.m<sup>-2</sup> or 80g.m<sup>-2</sup> paper will do.**

## Black and white vs Colour

For an intense use of colour, it is advisable to select at least a 100 g.m<sup>-2</sup> office paper, to avoid show-through and get good results.

About the printer: if it is intended to produce only black and white text documents, then you're definitely better off with a black and white laser printer; If you have a mix of colour and black and white documents, then the printing volume is decisive: for low volumes, a business inkjet printer is a good option; if you're printing colour documents at high-volumes, then laser will deliver the speed and reliability that you look for.



**Navigator's core product range includes eight references, designed to meet and exceed the needs of modern office paper users.**

# 2 | What's your printing volume?

This indicator is important to define the type of printer you should use and to choose the most appropriate office paper. It's easy to find out, just check how many reams of paper you use during a month, with a typical pack holding 500 sheets.

## Fewer than 500 pages each month

This most likely means your company prints only the most important documents. In that case, a **multifunctional paper reference like Navigator Universal 80g.m<sup>-2</sup> will address all your needs.** Regarding the printing equipment, an entry-level business printer will do.

## Up to about 5,000 pages each month

If you need to print a wide range of documents, from e-mails to reports, from internal presentations to external proposals, **it's convenient to assure results will be the most adequate.** You should use a 75g.m<sup>-2</sup> or 80g.m<sup>-2</sup> paper for lower impact documents and 120g.m<sup>-2</sup> or 160g.m<sup>-2</sup> for higher quality documents. In these cases we advise you to use a higher-end business inkjet device or mid-range laser printer



**Navigator Universal guarantees a 99,99% paper jam-free performance on all printing devices.**

## Beyond 5,000 pages each month

For higher volumes, runnability is key in order to **improve printing efficiency and to reduce the risk of curling.** A 99.99% jam-free paper is advisable. A multifunctional device, including colour laser printer, photocopier and scanner is most likely the best option for your company.





### 3 | Should you buy a regular or a premium office paper?

Premium papers have better quality, which means you'll be able to **work more efficiently with no worries**. The printing quality is optimized, the paper jams are minimized and costs such as equipment maintenance are reduced.

While regular papers can only guarantee a minimum level of performance, with no added-value, whilst premium papers are the ones you can **always rely on, no matter what kind of work you are printing**. Consistency is the key word that differentiates the output of your work when using premium papers. It is also important for you to understand what is the impact of selecting a regular paper in terms

of the Total Cost of Printing, since paper is only one of the elements which needs to be considered. Ink/toner, paper waste, time lost when jams happen, among many other things, contribute to justify choosing a premium paper over a regular one.



**Navigator is the World's bestselling premium office paper. It's suitable for any type of application, so no matter what your work is, you'll get great results.**

### 4 | Why should you buy proper paper for colour printing?

The use of colour documents has major impact in business and is greatly preferred by end-users. Research shows that colour is more effective in helping **consumers notice mail and thus will be more likely to read it, just to name one example**. Also, colour increases the perceived value of the printed piece and people take it more seriously. It helps enhance the company's reputation and products, since colour and well-designed documents are associated with quality.



**In such a situation, we advise you to use Navigator Expression 90g.m<sup>-2</sup> and above, which resists waviness in the printed sheet and prevents show-through.**

Faster colour printing devices, at higher temperatures, make it advisable to use a paper with characteristics suitable for such an application. **Only a thick and smooth paper, with a high bulk index, may assure high definition and vivid colours and avoid show-through**. These aspects are even more important when there's the need for double-sided printing. You should also increase paper grammage as your printing area increases – for example if you print a text document with an image or chart using about 20% of the sheet, a 90g.m<sup>-2</sup> is sufficient. However, if your colour print area is over 50%, then Navigator Colour Documents 120g.m<sup>-2</sup> or Navigator Office Card 160g.m<sup>-2</sup> are the best options.



## 5 | Why can't you buy a cheaper paper if you use a printer that guarantees the best results?

As technology improves, printing equipment is consistently adapted to allow different types of paper to be used while ensuring good results. **Nevertheless, printing speeds also increased and, more than ever, colour printing is a reality for most applications.** And, as you know, printing in colour is more demanding of paper quality – ink absorption, waviness, ink drying time, among other factors. Altogether, this means that paper quality needs to be adapted to the printer you have, the application you do and the purpose

of the document (internal/external). These factors should influence your choice of paper to use.



**Would you invest in a top-of-the-line car and then use the cheapest tires available?**

## 6 | What are the essential features to consider when comparing office papers?

Well, it depends on what your objective is. Usually, important characteristics are thickness, brightness, opacity and smoothness.

- ▲ Higher thickness means you can use a lower grammage with comparable results;
- ▲ Paper with higher stiffness has a lower risk of jamming;
- ▲ Increased brightness improves colour contrast and visual impact;
- ▲ Having a higher opacity means better results in duplex printing;
- ▲ A higher smoothness means better tactile quality perception and more even ink/toner coverage.

### What about printers?

When choosing a printer, you should also consider the printing volume you have, whether you need a multifunctional device and colour printing capabilities, as well as your main application.



**Since Navigator is approximately 1/3 less abrasive than regular papers, you can count on up to 50% increased lifetime of your equipment when using it.**

## 7 | Why are stiffness and thickness so important?

These two attributes ensure good runnability (no jams) and lower post-printing curl effect, especially important in higher volume printing and copying. Typically, grammage is linked to the level of thickness and stiffness, as well as the type of fibre used to produce the paper. With a high quality fibre and modern papermaking equipment, it is possible to produce lower grammage papers ( $75\text{g.m}^{-2}$  or even  $70\text{g.m}^{-2}$ ) with the same levels of thickness and stiffness than a regular  $80\text{g.m}^{-2}$  paper, therefore ensuring comparable levels of performance and added environmental benefits.

Printers do not have a scale to weigh paper and identify grammage, but they are especially sensitive to thickness and stiffness levels of the paper, which will translate into a jam-free performance or a lot of time wasted solving problems.

Thickness is also very important when there is the need to print both sides of the sheet, which combined with opacity may result in more or less show-through and print-through, therefore affecting a reader's perception of the document. A thicker and stiffer paper will give your documents a more professional look.



**Produced in state-of-the-art machines and with the best type of fibre – *Eucalyptus globulus* – Navigator offers you the best thickness/stiffness ratio in the market.**



## 8 | Can you save money by choosing the right paper?

The price of a ream of paper is just part of the total costs associated to the paper you choose to buy. **To get the Total Cost of Printing (TCP) you can't forget to take into account the cost of the toner/ink and the cost of the printer, including electricity, maintenance and depreciation.** Using poor quality paper requires more costly maintenance, not to mention the time it takes one person to solve extra paper jams, the frustration and the loss of productivity. A higher quality paper will avoid technical problems and reduce unnecessary expenses.



**Choosing a lower grammage paper is an alternative way to reduce paper costs: you get the same amount of paper sheets to print or copy, at a lower cost. In that case, Navigator Eco-Logical would be a good choice.**

### Managing longer-term printing costs

It's not simple to calculate the lifetime cost of a printer. There are two main ways:

**Costs per page** Taking the price of your ink cartridge or toner and dividing that price by the number of prints it is estimated that the cartridge can produce (5% estimated page coverage). High-yield cartridges or multi-packs are solutions to decrease the cost per page without risking quality.

**Total cost of ownership** The sum of the cost of the printer and first consumables plus monthly consumables costs (paper, ink and energy) for a given period plus any associated costs (i.e. cloud storage).

## 9 | How can your paper and printer help you contribute towards a better environment?

To make an environmental-friendly office paper choice, you should keep in mind the consumption of resources through its complete lifecycle: from production to use.

### Paper

**Raw materials** – Certified paper is synonym of sustainably managed forests, responsible use of the energy and internationally recognized production criteria.

**Printing** – Good quality, smooth and ultra white paper is the best for colour printing; it consumes less toner and guarantees outstanding results.

**Low-grammage** – More paper with less resources.

**Recycling** – make sure the paper you use has a longer life cycle by recycling it. Paper fibres can be reused up to a maximum of 6/7 times. And recycled fibres are good for applications in less demanding products such as tissue paper or packaging.

### Printer

**Energy efficiency** – Sleep and standby modes or on demand printing technology allow the use of the lowest levels of power possible.

**Waste** – XL or XXL inks or High Yield Toner reduces waste from empty packaging.

**Recycle** – Recycling programmes avoid landfill by re-using parts and recycling materials.

**Responsible printers** – Printing in draft form, in black and white and double-sided reduces paper use and waste.



**Navigator is made out of *Eucalyptus globulus*, a highly productive tree species that makes it possible to produce the same amount of paper with less wood.**

## 10 | How should you handle paper in order to retain the highest possible quality?

**Paper should be handled carefully and kept away from dust and moisture.** In order to avoid runnability problems, paper shouldn't be left in the printer or copier feeding trays during the weekend. It should be kept inside its original wrapper, re-sealed, with sheets taken out only when required. You can check out more tips on how to better handle paper on our "Navigator Printing Tips" factsheet.