

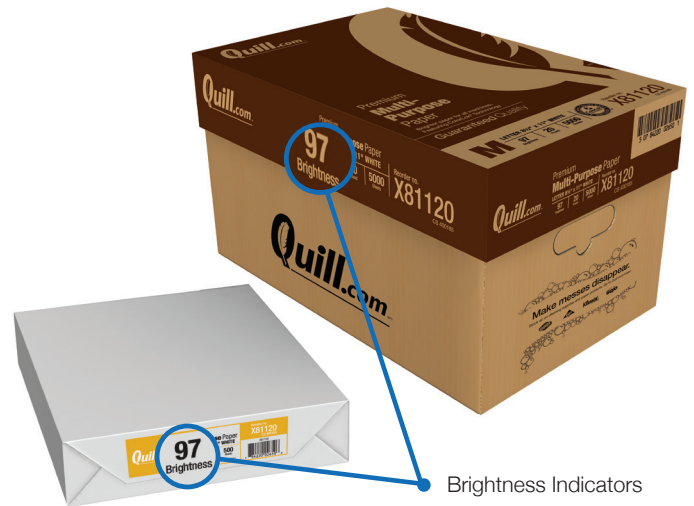


Understanding Paper Brightness

What is Brightness?

Brightness is a measurement (on a scale of zero to 100) of the amount of light reflected from the surface of a white sheet of paper. The higher the number the brighter white the paper appears.

Higher numbers equal more contrast between the sheet and the text and images—resulting in bolder images and brighter colors.



TAPPI (Technical Association of the Pulp and Paper Industry)

North American standard (most common)

- Indoor lighting plus some filtered daylight (tinted windows)
- Low UV content of light source
- This scale yields the lowest brightness reading than other standards

ISO (International Organization for Standardization)

European standard

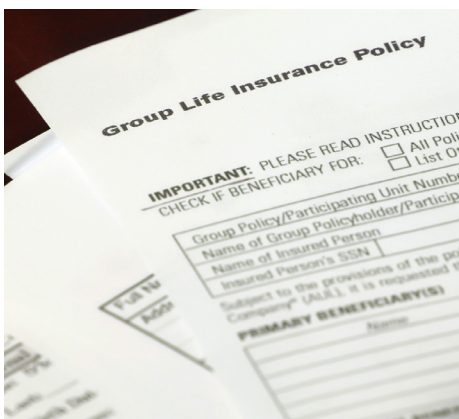
- Indoor light plus some unfiltered daylight (untinted windows)
- Medium UV content of light source
- This scale produces higher numbers than TAPPI

How They Compare

TAPPI Standard		
92	96	98+
Easier for reading, more economical to purchase >>> Good for images, graphics and making text stand out		
ISO Standard		
95	98	101

Not all white sheets of paper are the same—white comes in different shades

Soft White (92 Bright)



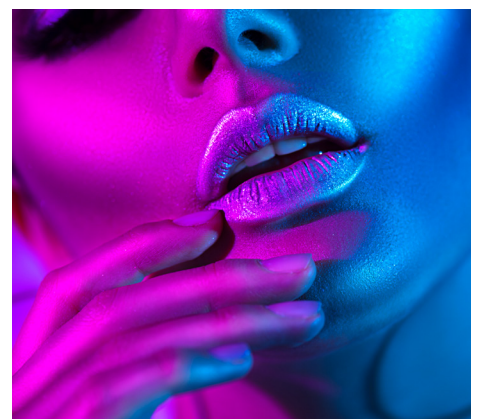
Easy to read
Great for black and white prints

True White (96 Bright)



Ideal for color printing including natural images and skin tones

Bright White (98+ Bright)



Optimal for intense colors and highly saturated images