



copy paper or color copy



If Paper Were Shoes

Copy Paper, Color Copy & Shoes...?

Copy paper has become synonymous with the modern office. This is possibly due to a little office in Scranton, Pennsylvania. Maybe you've heard of it. Seriously though, the term and use of "copy paper" was well entrenched before Michael Scott even started selling the stuff. But what is copy paper and how is it different from all the other papers out there? A good analogy for the different grades of paper is to compare them to shoes. I know what you're thinking, what do shoes have to do with paper? Sounds a little strange, but like your different pairs of shoes at home, you have different types of paper for different occasions, purposes and situations.

Taking this shoe analogy a step further [pun intended], we are going to help you gain a better understanding on the difference between two very popular types of paper - copy paper and color copy paper. Let's get started.

What if paper were shoes?

If copy paper were a type of shoe, it would have to be a pair of flip-flops or those super comfy pair of sandals you've had for 10 years. You wear them everyday, replacements are usually inexpensive and they're sold practically anywhere. Flip-flops are great, but there are some limitations. For example you wouldn't want to go jogging in them or wear them on a construction site even though you could if you had no other option.

The same holds true for copy paper. Copy paper always seems to work, it is inexpensive and it is very easy to find, but there are going to be times when copy paper is not your best paper option.

Color copy paper on the other hand would be more like a pair of running shoes. Running shoes are sleek, flashy and generally more costly. They have a specific job and they do it very well. Just like flip-flops though there are situations where using running shoes are not the ideal choice of footwear.

Color copy also has a very specific job. The sole purpose [again pun intended] of color copy paper is to give you the absolute best image replication possible. It does this with a combination of surface smoothness, brightness and multiple weight options. With these added paper attributes

there is usually a little more cost involved, but similar to copy paper, it can be used pretty much anytime or anywhere.

But I like my flip-flops

So the dilemma for most people is *“why should I use color copy paper when regular copy paper is fine for what I need it to do?”*

If copy paper is giving you the results you want then color copy paper is clearly not needed. However, if you think in terms of the shoe analogy, we have different shoes for different purposes. Sure flip-flops (copy paper) can be worn almost everywhere, but sometimes there are situations where a better shoe is needed to get us to where we want to be.

Here is a simple comparison using our shoe analogy:

Flip-flops = The beach, picnics, lazy days and carefree summers.

Copy paper = Internal memos, faxes, black and white copies, etc.

VS.

Running shoes = Marathons, the gym and active lifestyles.

Color copy paper = Sales presentations and direct marketing materials.

When to use color copy?

You will want to use color copy paper in situations where you need the absolute best color image replication possible or when copy paper just doesn't provide the size or weight options you need.

What makes color copy better?

Better refers to a paper's ability to carry a message to the end user through amazing image replication, a professional look and quality feel. This is possible because color copy paper carries a higher surface smoothness, brightness and more size/weight options.

The surface smoothness and brightness help create the best image replication because a smooth surface allows the toner to lay down uniformly and the sheet brightness make the colors POP off the page.

The size and weight options simply provide a better selection of available papers to help you complete even more projects. Having more options is also important when you need a cardstock sheet to match a paper weight.

Why use a color copy sheet?

Color copy papers are at the high end of digital printing papers. These papers are heavier and whiter than regular copy paper. In addition, color copy papers have a much higher opacity than copy paper. Higher opacity is necessary when you want to print on both sides of a sheet of paper since a higher opacity means a reduction in "see-thru".

The beach or the gym?

Regardless of where you spend your time, there are always situations where different footwear is needed. Just like paper, there are different products for different situations. The key is to know where you are going before you chose either flip-flops or running shoes.