

Which Poster Paper Type Should I Choose

If you're new to buying posters, it can be difficult to know which paper stock to choose. This guide gives a quick rundown of all our poster stocks (fancy print industry word for the poster material) so you can make the best decision for your needs.

Silk Stocks

We offer a silk stock option on all of our poster sizes. These are your classic silk-coated paper posters and are best used indoors. GSM (grams per square metre) refers to the weight, or thickness of the stock – the higher the number, the thicker the stock!



Value Silk (150gsm)

Our thinnest option, and also our cheapest, value silk is a great option for short-term promotions on a budget. Available on A4 and A3 posters.



Value Silk (170gsm)

Our thinnest option, and also our cheapest, value silk is a great option for short-term promotions on a budget. Available on A4 and A3 posters.



Classic Silk (250gsm)

If you've never ordered before, this is a great standard poster stock to try. 250gsm is a midweight option suitable for all kinds of indoor uses. Available on all of our posters.

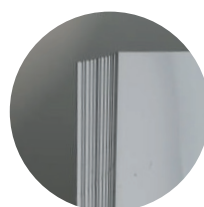


Premium Silk (350gsm)

Our thickest paper stock, this poster is best for longer term indoor use, decoration and menus. This is a thick-to-the-touch card stock. Available on A4 and A3 posters

PVC Stocks

On our large format posters (sizes A2 and up), you also have the choice of printing on a waterproof PVC stock. These are great for outdoor use, or for long-term indoor posters. You can choose from two different weights in microns (mic).



Waterproof (220mic PVC)

This thinner stock is great for permanent posters, like wall menus and affordable signs. Whether you hang them inside or out, their flexible material means they're easy to attach to a variety of surfaces.

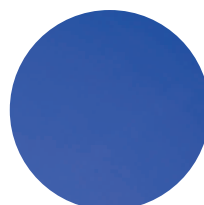


Heavyweight waterproof (400mic PVC)

Tear resistant, easy to wipe clean and our thickest, sturdiest outdoor poster printing option, heavyweight PVC are made to last outdoors. Perfect for outdoor events and even pavement signs.

Lamination

On our Classic and Premium silk stocks, you'll have the option to add a lamination. These are special coatings that give a certain effect and help protect your print. You can choose to have no lamination, or:



Matt Lamination

A matt lamination gives cards a shine-free, smooth finish. This gives your poster design a premium look and feel and means that any lights you have in your advertising space won't shine your message away.



Gloss Lamination

Gloss is an extremely high-shine finish and is great for catching attention. As well as reflecting light, this lamination can make colours appear brighter.

If you still need help, our team of print experts are on hand to help you come to a decision. Get in touch with us [here!](#)