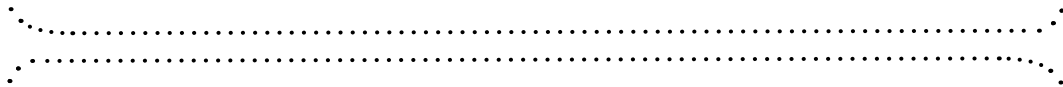


Parse & Parcel



Guide to finding the perfect
KRAFT PAPER

FINDING THE PERFECT KRAFT PAPER

Finding just the right kraft paper is important in conveying the proper tone and messaging of a brand. Kraft papers are a natural choice for visually communicating a message of sustainability or environmental friendliness.

Other qualities kraft papers convey are organic, natural, healthy, pure and authentic. Their versatility makes them a great choice for design with a minimal or deconstructed aesthetic, or paired with a foil stamp for a hint of unexpected luxury. The good news is that there are plenty of kraft papers to choose from, the secret is finding the perfect one for your project.

ABOUT THIS GUIDE

This guide refers to papers that fall into the category of kraft papers manufactured for commercial printing. The color offering is narrowed to the traditional brown kraft color palette. Where certified digital paper options are available, it's noted below the specific color and by basis weight.

Note that most of these papers will work fine for most digital printing applications, even though they are not "certified digital," that certification is usually designated for digital production color presses requiring specific treatments (ex. HP Indigo). We've used a few of these kraft papers for digital printing very successfully even though they are not "certified" digital.

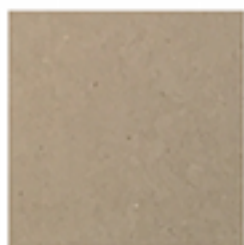
The best way to know if the sheet you found is the perfect kraft paper for your project is to check with your printer and have them test some samples first. Samples of the papers shown are available for purchase on parseandparcel.com

DON'T FORGET THE ENEVELOPE

Also included in this guide are matching envelopes. Everyone loves kraft envelopes, including us. It's one of the colors used in our branding and we ship all our samples in kraft envelopes. So we also included all the available manufactured envelope information to match the papers.

Note that all of the papers and envelopes listed are available through the individual paper mill websites, minimum order quantities of products will vary by mill.

Kraft Paper Color Chip Chart



1



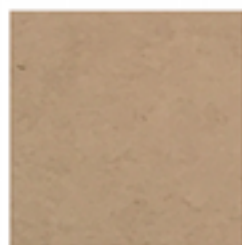
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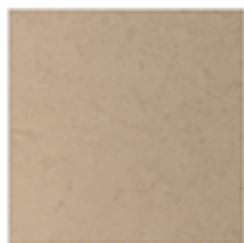
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15

Kraft Paper & Envelope Info

- CTI Glama Kraft Grey/Grey**
90% PCW- 68T 95T
Envelopes: A2, A6, A7, #10,
6.5" Square
- CTI Glama Kraft Brown/Grey**
90% PCW- 68T 108T
Envelopes: A2, A6, A7, #10,
6.5" Square
- CTI Glama Kraft Brown/Brown**
90% PCW- 129C
- French Speckletone Kraft**
30% PCW- 28W/70T 80C 100C
140C
Envelopes: A1, A2, A6, A7, #10,
6" Square, 6" x 9"
- French Speckletone Oatmeal**
30% PCW- 28W/70T 80C
Envelopes: A1, A2, A6, A7, #10,
6" Square, 6" x 9", 9" x 12"
- French Kraft-Tone**
Parcel Wrap Kraft - 70T 100C
Envelopes: A1, A2, A6, A7, #10,
6" Square, 6" x 9"
- French Kraft-Tone**
Paper Bag Kraft - 70T 100C
Envelopes: A1, A2, A6, A7, #10,
6" Square, 6" x 9"
- French Kraft-Tone**
Brown Box Kraft - 70T 100C
Envelopes: A1, A2, A6, A7, #10,
6" Square, 6" x 9"
- Mohawk Via Vellum**
Flax 30% PCW- 70T 65C 80C
Envelopes: A2, #10, 5 ½ Bar
- Mohawk Via Vellum**
Jute 30% PCW- 70T 65C
Envelopes: A2, A6, A7, #10
- Mohawk Via Vellum**
Kraft 30% PCW - 70T 80C
Envelopes: A2, A6, A7, A9, 4 Bar,
Monarch, #10, 5 ½ Square, 6" x 9"
- Mohawk Loop Antique Vellum**
Straw 50% PCW FSC - 80T 80C 110C
Digital: 110C
Envelopes: A2, A6, A7, #10, 6" x 9"
- Mohawk Loop Antique Vellum**
Jute 50% PCW FSC - 80T 80C 110DTC
Envelopes: A2, A6, A7, #10
- Neenah Environment Smooth**
Desert Storm 30% PCW FSC
24W 80T 80C 100C 120C 130C;
Digital: 80T 100C
Envelopes: #10, #9, Monarch, 9" x 12",
10" x 13" A1, A2, A6, A7, A8, A9, 4 Bar,
5 ½ Bar, 6 Bar
Square Envelopes: 5, 5 ½, 6, 6 ½, 7, 7 ½, 8,
8 1/2
- Neenah Environment Raw Grocer Kraft**
30% PCW FSC - 70T 80C 100C 120C 130C
Digital: 100C
Envelopes: #10, #9, Monarch, 9" x 12",
10" x 13" A1, A2, A6, A7, A8, A9, 4 Bar,
5 ½ Bar, 6 Bar
Square Envelopes: 5, 5 ½, 6, 6 ½, 7, 7 ½, 8,
8 1/2

ABOUT PARSE & PARCEL

Founded by Jill DiNicolantonio, a former paper rep on a mission to help graphic designers gain a deeper understanding of how to use paper and print techniques as a key element in transforming their design - and attracting clients who value those services.

Our products work because they provide access to and understanding of critical design resources, helping creative professionals achieve the kind of results they dream of.

Great design doesn't require big league clients, endless time or unlimited budgets - those are luxuries few have. Great design simply requires thoughtful execution of all the details, and that includes paper.

Parse & Parcel shows creatives how to execute those details through the use of real print and paper samples - opening up a whole new world of possibilities.

Parse & Parcel's products let designers actually see and feel the impact paper selection has on a brand's message. Our customers have a better understanding of how and when to use certain papers and print techniques to punctuate elements of their design.

Transform your work and watch your client roster grow because you finally understand the secret to producing great print design.

WHAT CREATIVES ARE SAYING ABOUT PARSE & PARCEL

"Receiving The Parcel has impacted our ideas for several new product concepts - things we would have never been able to do without Parse & Parcel as a resource to assist."

- Gwen, American Greetings

"The fact that it (The Parcel) deals with paper, and each one of these has a very tactile and tangible quality that relates to what you're getting inside - and that's something I think the audience (designers) can really appreciate."

- Jesse Reed, Pentagram & AIGA Design 730 Judge

See for yourself over on parseandparcel.com