



## Laser Tips - technical tips if you plan on laser quality mailing

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This document is to help insure the highest quality of reproduction for personalized mail generated by laser printing at Mailer's Choice.

Three things to consider:

1. The paper used for laser reproduction has an impact on the quality of the reproduction. Not all paper is created equal.
2. Some "offsetting" on personalized mail is caused by equipment used by the United States Postal Service. Automated mail readers used by the USPS process the mail at the rate of 38,000 pieces per hour. This equipment has been known to cause a slightly smeared effect on some mail from friction and shifting within the envelope. This is an industry wide problem but seems to affect a small portion of a laser printed mailing.
3. Paper with raised or embossed surfaces should not be used for laser printing. The embossed finish (e.g. laid, linen, laurentine) prevents the toner from forming crisp dark letters. Therefore, a smooth finish will provide the best results. Sometimes a try-and-see approach can determine the paper for laser compatibility.

### "It works in my office"

Typical laser printers in the average office do not duplicate the same conditions in the high-production environment. Our printers typically run hotter due to faster production speeds and the need to print hundreds or thousands of pages in a single run.

### Official Response

After consulting with Hewlett Packard and Xerox, they have provided the following technical tips to help ensure the highest quality reproduction:

Paper to use: For best results, use conventional white xerographic paper

Papers to avoid:

- Papers with cutouts or perforations
- Damaged, wrinkled, or irregularly shaped paper
- Paper with glossy smooth or extremely rough surfaces
- Heavily textured or embossed papers
- Carbonless or chemically coated papers
- Paper and inks not compatible with the heat and pressure of fusing

Fusing Compatibility must not scorch, melt, offset, or release harmful emissions at 392 degrees Fahrenheit for .1 second.