

China Paper & Material Reference Guide

Introduction

Explore commonly used paper and material options sourced from the Chinese printing market, organized by book publishing, card production, and packaging applications.

This guide provides a practical overview of commonly used materials for book interiors, covers, card production, and packaging structures, helping publishers and brands better understand material characteristics, printing performance, and recommended applications within the Chinese printing industry.

01. Book Papers – Interior Papers

Recommended for novels, catalogs, educational books, art books, and commercial publishing.

Paper Name	GSM	Surface	Recommended For	Print Effect	Cost
Glossy Art Paper	105gsm, 128gsm, 157gsm, 200gsm,	Smooth Glossy	Art Books / Catalogs	High color vibrancy	\$\$
Matte Art Paper	105gsm, 128gsm, 157gsm, 200gsm	Smooth Matte	Art Books / Catalogs	Soft Elegant Colors	\$\$\$
Uncoated Woodfree	60gsm, 80gsm, 100gsm, 120gsm, 140gsm,	Natural	Novels / Text Books	Comfortable Reading	\$\$
Lightweight Paper	65gsm, 70gsm, 80gsm, 100gsm, 120gsm	Natural	Novels	Comfortable Reading	\$\$
Bible Paper	55gsm	Smooth	Large Hardcover Books	Thin but Opaque	\$\$\$

Production Insight: Matte papers are commonly preferred for long-reading books due to reduced glare and a softer reading experience.

02. Book Papers – Cover Papers

Recommended for softcover books, hardcover wrapping papers, and premium printed covers.

Paper Name	GSM	Surface	Suitable Finishing	Recommended For	Cost
C1S Art Card	200gsm, 230gsm, 250gsm, 300gsm	Smooth	Foil / UV / Emboss	Softcover Covers	\$
Glossy/Matte Art paper	128gsm, 157gsm	Smooth	Foil / UV / Emboss	Hardcover Wrapping	\$\$
Linen Texture Paper	120gsm	Textured	Foil / Emboss	Hardcover Wrapping	\$\$\$

03. Card Materials

Recommended for playing cards, tarot cards, educational cards, flash cards, and premium card games.

Paper Name	GSM	Core Type	Surface Finish	Recommended For	Shuffle Feel	Cost
Black Core Paper	300gsm,310gsm, 330gsm,	Black Core	Matte Varnish	Premium Card Games	Smooth	\$\$\$
Blue Core Paper	300gsm, 310gsm, 330gsm,	Blue Core	Gloss Varnish	Playing Cards	Flexible	\$\$
C2S Art Card	350gsm, 400gsm,	No Core	Matte Lamination	Flash Cards, Tarot Cards	Rigid	\$\$

Production Insight: Black core papers are commonly used for premium card games to reduce light transmission and improve card feel.

04. Packaging Materials

Recommended for rigid boxes, folding cartons, corrugated packaging, and collector packaging.

Material	GSM / Thickness	Structure	Surface	Recommended For	Print & Finishing	Cost
Grey board + Wrapped Paper	2-2.5mm	Rigid	Matte	Premium Boxes	Foil / UV Excellent	\$\$\$
C1S Folding Box Board	300gsm, 350gsm	Folding Carton	Smooth	Retail Packaging	Good Color Reproduction	\$
Corrugated Board	E-flute	Corrugated	Kraft+C1S	Shipping Boxes	Limited Finishing	\$\$

Production Insight: Rigid box structures provide stronger protection and are w