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## **Paper Measurement (GSM – LBS Conversion)**

*\*Note - In Europe and Asia, people are using GSM for describing the paper weight instead of Lbs that is common in North America. The below formulas provide you with easy conversions between GSM & Lbs.*

### **Formula:**

1lb. of Text paper = 1.48 gsm. Multiply each pound of text paper by 1.48.

1 lb. of Cover paper = 2.708 gsm. Multiply each pound of cover paper by 2.708.

### **Example:**

80lb. text = 118.4 gsm

80lb. cover = 216.64 gsm