

## **STENCIL ROLLS**

### **You Get What You Pay For**

You've most likely done it—chosen a lesser priced, no-name brand item hoping it will perform as well as the brand name one. Sometimes it works and sometimes it doesn't. It's always a risk and generally based on the critical nature and use of the product or past experience. Should you take a risk when considering lower priced stencil rolls?

First you need to understand what you may be losing while believing you're gaining.

### **What's the Diff?**

You may not be able to see the difference and be dazzled by the price but you might want to look below the surface before you decide to go the cheaper route. Consider paper towels. You have a bounty (no pun intended) of choices and generally brand name towels promote anything from thicker, to more absorbent, to softer and on and on until you give up trying to compare. Most of us have tried the cheaper version of paper towels. Did you see a difference? Most likely you did and it had to do with quality.

### **Before Choosing Cheap – Consider This**

#### *Off-Brand or Premium Brand Stencil Rolls*

We're all brand aware and we know that some brands have earned the trust of customers because the product does what it says it will do every time. That's part of the reason you pay a higher price—reliability. Also, keep in mind—most manufacturers will require high-quality, hydroentangled fabric because lower-quality ones can cause problems. Can you afford to sacrifice quality for quantity?

#### *Cue the Glue*

Some very cheap stencil rolls use glue fillers to lessen the material costs. The glue used in stencil roll paper made from polyester fibers can actually dissolve and weaken the paper with the application of solvents used in stencil wiping. As a result, if examined by a microscope, you'll find that more residue has been left behind and caused increased linting. Glue fillers may make the paper cheaper, however what you gain in price, you lose in the paper's ability to pick up contaminants.

#### *Take a Second When Considering "Seconds"*

There's a reason why they're called "seconds" and if you're not sure why a particular batch has that description, you should find out before you buy. Seconds are called "seconds" because they haven't met the manufacturer's quality standards for some reason. How will that one decision affect quality on down the line?

#### *Shorted*

No, they really did short you and knowingly. We can revisit the paper towel experience or let's talk toilet paper. Yes, the roll ran out really fast—but it was cheaper. Hmmm—less for less? You bet your bottom dollar.

There's no real comparison when truly comparing paper towels and toilet paper to the critical nature of stencil paper rolls. The sophistication that goes into researching and developing efficient and effective stencil rolls pales in comparison. However, as paper goes, they both use the same gimmicks to get you to believe you're getting more for your money. And, companies like [MicroCare](#) have documented proof of rolls being priced significantly lower because the rolls have much less paper on them. If it seems too good to be true, it probably is.

### *Guarantees*

When buying, look for a company that offers unconditional guaranteed quality. For instance, MicroCare not only promises quality but also that their unique [MicroWipe FP paper](#) will lower your stencil printing costs.