For these phrases, you make a direct comparison to the original number: as much as
as long as
as big as
as tall as
as wide as

If my desk is 100 cm wide and yours is $75 \%$ as wide as mine, yours is 75 cm wide.

For these phrases, you add on to the original number.
more than
longer than
bigger than
taller than
wider than

If my desk is 100 cm wide and yours is $75 \%$ wider than mine, yours is 175 cm wide.

