



Digital Vs. Offset Printing

Digital Printing and Commercial Offset Printing are both offered at Copy King.

Digital printing is straight from a digital file to the printed piece. Similar to printing to your desktop printer at home.

Commercial offset printing, burns an image onto a plate and then transfers (or offsets) the image from the plate to a rubber blanket, and then to the printing surface.

Advantages of Each and How to Decide which is Right for Your Project.

Digital Printing:

- Ideal for short run jobs that require greater customization
- Variable Data Printing is a form of customizable digital printing. Using information from a database or external file, text and graphics can be changed on each piece without stopping or slowing down the press. For example, personalized letters can be printed with a different name and address on each letter. Without question, digital printing offers the most affordable way to customize marketing materials, direct mail pieces, letters, etc.
- If you make frequent changes to your printed documents, digital printing is a more cost efficient choice.
- Proofing is one way to produce accurate color. Digital offers accurate proofs since you see an actual sample of the printed piece.
- If you need it fast, digital offers quicker delivery. Since very little pre-press work is needed, running your job on a digital press can be faster, with a shorter turnaround.
- Digital presses use four-color process printing. If you need four-color printing, digital may offer advantages in lower up-front costs.

Commercial Offset Printing:

- More price competitive with a high volume print job
- If you need only black ink or one or two ink colors, offset printing may offer a more cost-effective solution.
- Pantone colors are mixed to precise, pre-set specifications, which are printed each year in their color matching guides. You can consult these books to see exactly what the final color will look like in advance. So, if exact color accuracy is important to you, then press printing may be the best choice.

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- Since the Pantone colors are mixed using inks, colors can be created to be much brighter and more intense.
- Printing press has more options of mediums. There is a wide range of paper thicknesses and textures from which to choose, including specialty papers, such as vellum and metallic papers. If you are considering using nontraditional paper, press printing is the best way to go.
- Fine line screens are available - The result of this is that even under close inspection, the color will look smooth and seamless. It will also appear brighter and more intense.
- Metallic inks are available.
- Works on a wide range of printing surfaces including paper, wood, cloth, metal, leather, rough paper and plastic.

We hope that the above information will help you understand the advantages of both Digital and Commercial Offset Printing.

Rest assured, we can provide guidance on which printing method is appropriate for your print project.