



WHAT'S THE DIFFERENCE BETWEEN DIGITAL AND LITHOGRAPHIC PRINTING?

Printing <1000 copies?

DIGITAL IS IDEAL IF YOU WANT LESS THAN 1000 COPIES OF YOUR JOB

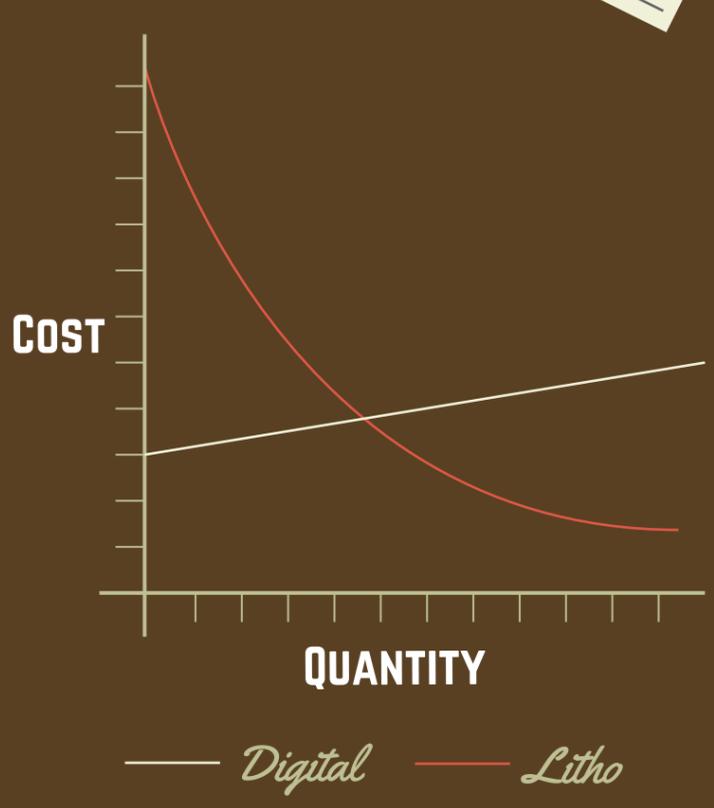
IN MOST INSTANCES

IMAGE QUALITY USED TO BE BETTER ON LITHO THOUGH NOW IT'S IDENTICAL ACROSS THE TWO METHODS



PERSONALISED Items

Digital Print is perfect for personalised items



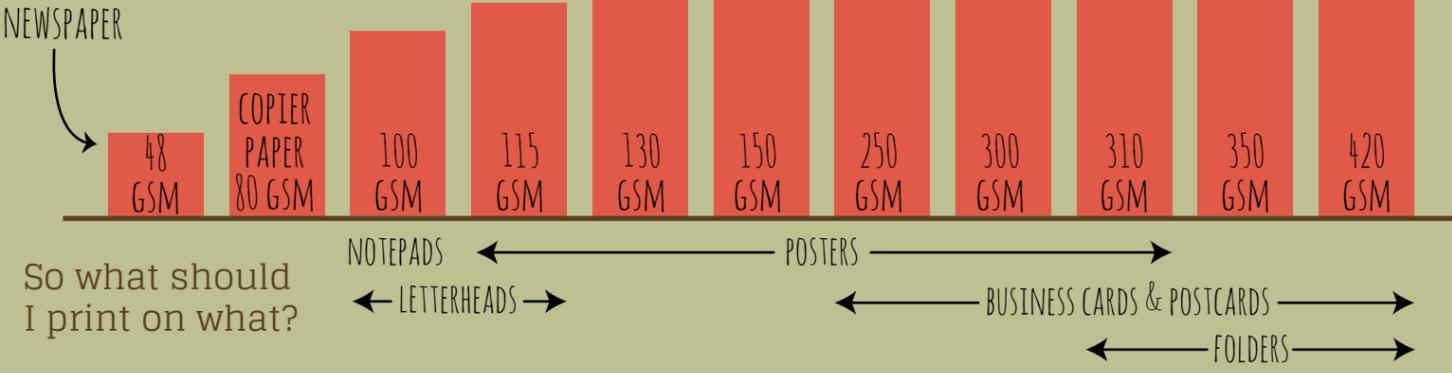
For smaller run jobs, digital is more cost effective, as there are no set up costs (plates etc) , however as the quantity gets larger, litho becomes better value for money



HURRY UP HURRY UP

DUE TO NO SET-UP TIME, AND A QUICKER DRYING PROCESS, DIGITAL JOBS CAN BE TURNED AROUND QUICKER THAN LITHO

LET'S TALK ABOUT GSM! GSM IS SHORT FOR GRAMS PER SQUARE METRE, SO A SQUARE METRE OF 150GSM PAPER WOULD WEIGH 150G. THIS IS DIRECTLY PROPORTIONAL TO THE THICKNESS OF YOUR STOCK. OUR LITHO PRESSES WILL PRINT ON UP TO 800 MICRON THICK MATERIAL OUR DIGITAL WILL PRINT ON UP TO 450 MICRON



Full Speed Ahead!

PASSION, GRACE & SERIOUS PACE
WHEN RUNNING AT FULL TILT, OUR HEIDELBERG CD74 10 COLOUR LITHOGRAPHIC PRESSES CAN PRINT AN ASTONISHING 16,000 SHEETS PER HOUR, THAT'S 7X FASTER THAN OUR HP INDIGO DIGITAL PRESS

Did you know???

Lithographic printing got it's name from the Ancient Greek words 'Lithos' meaning stone and 'Graphein' meaning to write. Back in the day, the 'artwork' was drawn onto smooth limestone, using wax, or oils, then acid etched into the stone. The stone was then moistened, oil based ink applied, which would be retained in the etched areas and then pressed on the paper, leaving a transferred image.

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