

Litho vs Digital Explained

Which printing method best suits your requirements?

LITHOGRAPHIC PRINTING

Our lithographic press is a 5-colour Heidelberg with inline coater. It's perfect for spot colour and full colour printing, or a combination of both if you wish. The inline coater seals the artwork as it goes through the press, meaning it only has to go through the press once, saving us time and you money!

Pros:

- Cheaper 'per unit' cost for larger print runs – perfect for high-volume, high-quality commercial print
- Boasts consistent superior quality and finish, creating crisp, clean sharp images and text
- Prints on a wider variety of papers and boards
- Variety of special finishes available (*i.e. matt/silk/velvet lamination, spot varnish*)
- Produce artwork with unique size requirements (*the largest cut-sheet format being 520mm x 720mm*)
- As well as the standard four-colour process (CMYK), you can print just one or multiple spot colours (*Pantone® inks*) or a combination of each
- Prints up to 5 colours (*i.e. CMYK and one spot colour or 5 spot colours*) in one pass through the press
- Straight-forward reprints (*with no amendments*) are available at a cheaper rate as we keep printers plates

Cons:

- Time and cost associated with producing plates and printing press setup, making low-volume print jobs impractical and better suited to digital

DIGITAL PRINTING

Digital print has become increasingly popular due to quick turnaround times and cost effectiveness, without compromising on quality or service.

Our digital press can produce everything from business cards to personalised brochures... Yes, the days of sticking on address labels or attaching covering letters are over. Digital print can provide that extra personal touch, allowing you to personalise each item so that it's tailored specifically to the recipient.

Digital print is very economical, therefore if you want to trial a couple of low-volume highly targeted marketing campaigns to see which delivers you the best ROI, you can produce a short-run of targeted marcoms to measure the response and then fine-tune your artwork before going to the expense of a high-volume lithographic print run.

Pros:

- Short-run on demand printing
- Economical – Produce the exact number of items as and when needed
- Cheaper 'per unit' cost for low-volume print runs
- High-speed turnaround
- No plates required
- Personalise communications – great if you want to customise individual pieces
- Ideal for creating proofs so that you can see an example of your finished artwork

Cons:

- Can only simulate Pantone® colours using a CMYK matching process, therefore digital is less colour accurate
- Image quality, although good, is not as good as lithographic results

Please note: The maximum print size on our digital press is 482mm x 330mm

