

**Other Special Interest
Articles**

What should be in my
brochure?

*“Without continual growth
and progress, such words
as improvement,
achievement, and
success have no –
meaning.”*

– Benjamin Franklin

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Digital versus Offset Printing

Digital Technology continues to advance quickly. Just consider the computer systems we used 20 years ago compared to today. The same is true for the printing industry. The growth of the digital printing technologies has provided numerous advancements and options to the printing industry. But, what does this mean for you? Let's take a quick look at the difference between conventional offset and digital printing. Then we will list some of the advantages of each.

Offset is the common high volume commercial printing technology. Plates are made and images are "offset" to a blanket then the print surface. Different processes include lithography, process of repulsion of oil and water to create image and non image areas. Other processes are photoengraving and rotary presses. Today, modern offset presses may use computer to plate and computer to film workflows.

Digital printing eliminates processes, like

making films, plates, proofs and manually stripping pieces together to make plates. The process from computer to press is quicker and seamless.

Advances in digital printing are rapid and provide advantages not only to printers, but also increase the application for print use.

Some Advantages of Digital Printing are:

- Shorter turnaround.
- Every print is the same.
- More accurate counts.
- Less waste.
- Cheaper low volume pricing.
- Variable Data Printing (VDP) to customize each piece individually. Includes text and graphic customization.
- Ability to print a few more cost effectively, even with changes.

Some Advantages of Offset are:

- Lower high volume pricing, since large portion of cost is the set up.
- Wide range of non paper material options like cloth, leather, plastic, etc.
- High quality color matching.

So, which print method is best for you? Consider the following when making your choice.

Quantity – large volumes may be more cost effective with offset printing.

Material – Digital printing is offered for a wide range of paper, vinyl and polyester materials. The list is growing all the time.

Turnaround – Digital is fast and offers faster delivery.

Proofing – Digital offers accurate proofs since you can see an actual sample without all the set up involved with offset.

Customization – Hands down, digital printing offers an affordable way to customize marketing materials, direct mail and letters.

Moonlight Imaging has a full range of digital and conventional printing solutions. Contact Us to learn more about our print capabilities.

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