

# OFFSET VS DIGITAL

printing printing

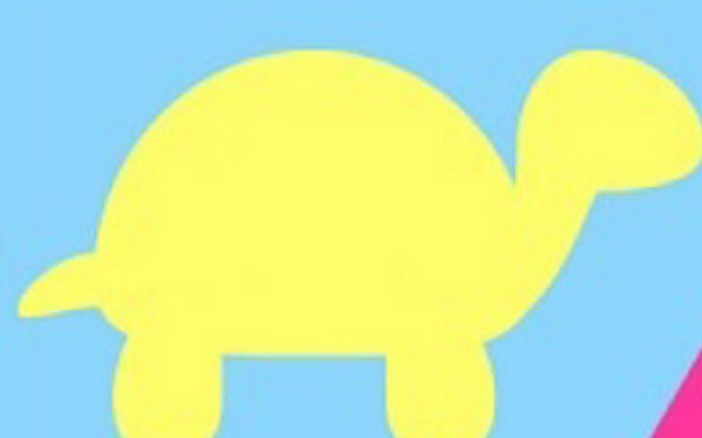


## WHAT IS?

Offset printing, also called lithography, is the most common kind of printing for high volume commercial jobs. Ever seen videos of newspapers running through big rolls? That's offset printing

The inkjet or laserjet you hook up to your computer at home? That's a digital printer. Large printing companies have ones that are bigger, faster and more precise, but it's the same concept

### SPEED



Ideal for projects with further deadlines—offset printing requires a **longer set-up time**



The fastest option—digital requires **shorter set-up time** and is preferred for rush projects

### PRICE



High cost of low-volume jobs. You'll spend less on large volume offset jobs than a digital print



Cheaper for low volume jobs. The price per unit drops for offset printing, so at some point they criss-cross

### COLOR

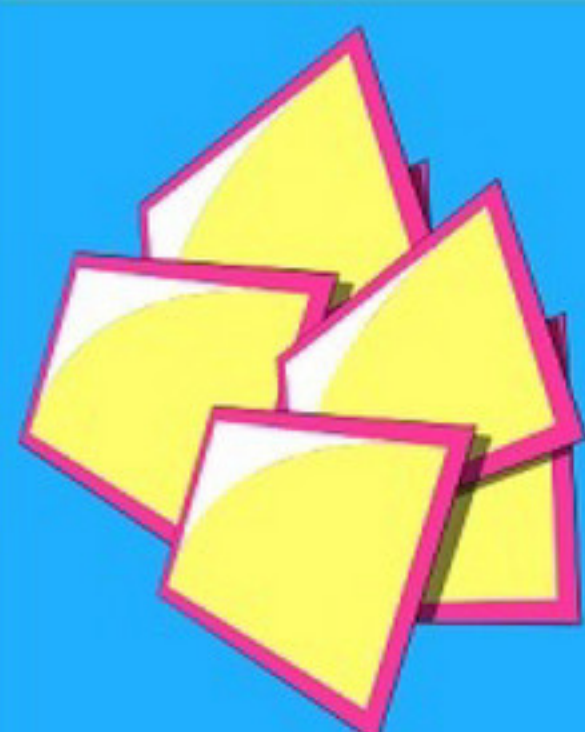


Brand colors are printing with **accuracy** on every print. Offset printing can use Pantone® and CMYK inks, or a combination of both!



Pleasing color—also offers **inexpensive black-and-white** option. Digital jobs use standard inks that cannot exactly match all colors.

### QUANTITY



Best for high quantity making **large print runs cost-efficient**.



Best for low quantity and more **cost-efficient for smaller print runs**.

### QUALITY



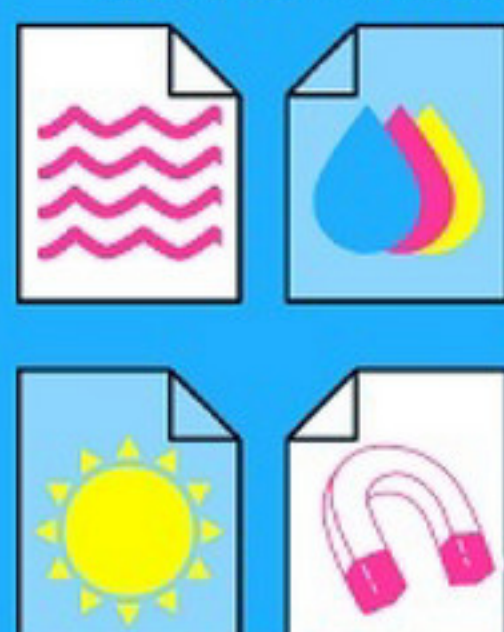
**Superior image quality** that is reliable. Count on offset printing for clean, distinct type and images **without streaks or spots**



Slightly **lower quality, sharpness and crispness**

### PAPER SPECIALS

Works equally well on almost **any kind of material**.



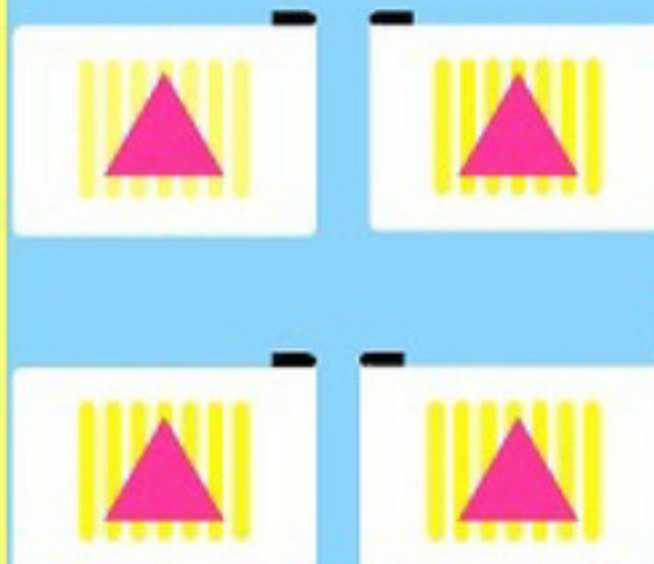
Offset printing is the method of choice for **aqueous coating, spot UV, metallic inks and other special finishes!**

Ideal for projects utilizing **standard paper stocks**.

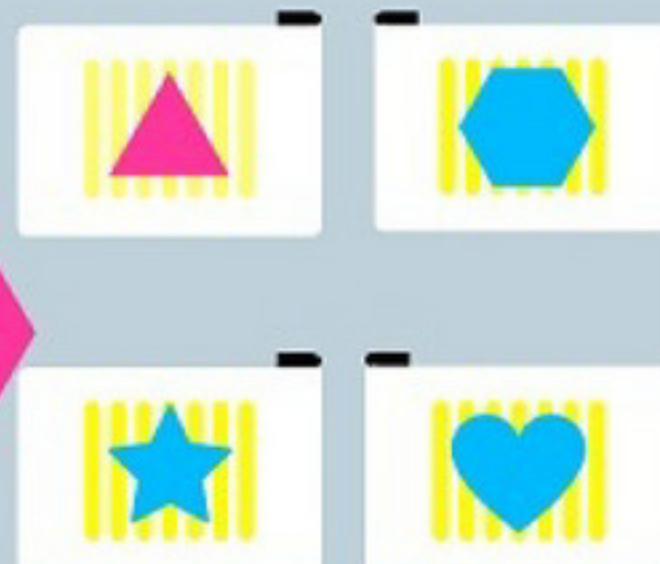


Ideal for projects utilizing **standard paper stocks and limited special finishes**

### VARIABLE DATA



Inks are transferred from pre-made plates—**does not allow for variable printing or personalization**.



Affordable method to produce **personalized versions of print collateral**