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Types of Stationary Printing by Julia Roger

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Stationary, over the years has come to mean the wide range of materials like paper and office supplies, writing implements, greeting cards, glue, pencil case, letterheads, business cards, envelopes, greeting cards, and presentation folders.

Importance of Stationary:

Any successful businessman knows that it is the minute details that make an impression and help to woo clients from competitors. A well turned out letter or invitation or an eye catching business card can be extremely beneficial in making a good first impression on a client and at a low cost. The best thing about stationary is that it is adaptable and can be customized for any sort of unique need of an individual or office. The use of personalized letterheads or business cards and other individual options will surely set the business apart. The options are endless with the help of a graphic designer and stationery printing press. Some prefer splashes of color while others prefer a sleek, minimalist look. To make this happen, there are various flyer printing options to choose from.

Techniques of Stationary Printing:

Letter press printing: In this method the characters are impressed upon the page.

The print maybe inked or blind but is done in a single color. Motifs and designs can also be added as these machines use movable plates.

Engraving: Here a printing impression is made by stamping the paper into an inked depression that is etched into a metal plate. The etchings are created with an acid wash first, then hand tooled with artistic craftsmanship.

Embossing: Sculptured dyes, similar to those used for engraving are used to make an impression, but without ink.

Foil Stamping: In this process a die is used to transfer a smooth foil or pigment to the paper.

Thermo graphic printing: Here resin powder is applied to the paper after offset printing and passed through a heater to create a raised image.

Offset Lithography: Here a flat surfaced plate is used to transfer an image onto a rubber blanket after which an impression is made on paper.

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For more information on a stationery printing, check out the info available online; these will help you learn to find the a flyer printing!

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