Direct Mail Printers: Getting Affordable Printing!

by Robwillmas

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In the age where technological marvels are taking everyone by rapture, it is but necessary for the printing industry to advance as well. For many of the printing companies, the future of printing is now available in the form of high end machines which have the best quality prints. Initially the dot matrix printers were thought to be the best in their league, but with the invention of the laser printer, the clarity and quality of images has increased manifold.

Modern printing has now made it possible for people to carry on their printing work even at home. Earlier the job of printing was solely limited to commercial companies who had specialized staff to carry on the printing business. The advent of small digital printers has now made printing as easy as ABC! Digital printers are available in a number of sizes to suit the needs of each and every customerâ€™s unique needs. Printers which are used for the sole purpose of digital printing are commonly referred to as the Direct Mail Printers.

The printing is different form conventional forms of printing and is done by carefully picking up each and every individual item from the computerâ€™s database and then combining these details in a proper order with the other material. Direct advertising and marketing are reaping extra benefits thanks to the creativity and the great potential of Direct Mail Printers

There are several ways of direct mail printing. Another way of direct mail printing is by using lithographic digital printers. These are generally used in case there is a bulk order. The main principle behind the working of such a type of printer is the common fact that oil and water do not mix. This type of printing is a hot favorite with artists and designers who use it to express their creativity. This is a tad bit expensive if used for small scale printing and would therefore need a bulk order for being cheap. The principle is: As the unit number of pages goes down, the cost price goes up; hence, the price and quantity are inversely related.

Another type of printing used by small scale industries and companies or organizations is Short Run Print. When the quantity of print material needed is small, the quality is important and time is short, this type of printing is the need of the hour. This is the ultimate tool to save on the printing cost and thus more and more small companies go for short run print. This kind of printing method is basically a direct printing method. This means that there is no need to go through the entire and lengthy procedure of creating individual plates and then separating the colors, stripping of the film etc. since the entire process is digital, the images can be directly altered on the computer and then printed. Also, the color palette available is very varied and one has an option to choose from a huge assortment of colors. Another advantage is that since the image is coated with an aqueous film, it generally never smudges.

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Robwillmas - About Author:
Rob Willmas is a writer, who specializes in writing on a Direct Mail Printers, Brochure Printing. If you are searching for commercial printing, a short run print, please visit us at digitalprintplus.co.uk.

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