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The World of Printing by Chris Adam

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Tracing its roots to ancient China, printing has undergone evolution and assumed the present revolutionary form of transforming the world. A printed piece of paper can dethrone a government; while on other, hand can help in delivering justice. You have to know about the right quality of print, which can bring about the desired impact. Ordering for print and laying hands upon a good quality print work is quite tough. You have to choose the right kind of design, the right materials and the ink, the right finishing and binding and lots more. Choosing the right printer is also a matter of concern. Taking these little decisions can be quite easy if you know something about the various aspects associated with this industry in details. There are a wide variety of options available in the markets, which are adopted by the professionals associated with the process of printing.

The first in the list would be digital printing that is a pretty new member in this industry. Here you can send your text and graphics directly from the computer to the press without having to go for typesetting and making plates. The next in the list would be electrostatic printing, where toner sticks to a charged drum bring about an effect similar to photocopying. Another very special methodology is embossing wherein an impression is made into thick paper over printed type or a design. Engraving is the process that produces the sharpest of the images. There are many other printing services like letterpress, offset lithography, screen-printing, thermography and much more. Each of these services has widespread applications and is known for their unique advantages and disadvantages. All these processes find large-scale use in a large number of industries. Printing is one of the greatest industrial processes that help in spreading knowledge to every corner of the world and lead to the enlightenment of the people in the true sense of the term.

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