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How Offset Printing Will Survive by Bill Kozak

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Offset printing has a shaky future. Not just because of digital printing, but because of the digital age in general. There is a constant pressure to put more information in a digital format that will never see the printed page. In so many ways, it is preferable. Here are some reasons while digital printing will not overtake offset printing.

1. Long runs will never be economical in other formats. Modern offset printing presses today can print in the millions with a cost that is far less than other forms of printing. It is true that a server can supply this information digitally, however there is a cost behind that as well, and offset printing is still a cheap medium in that regard.

2. There's nothing like the printed page. Ever curled up to a nice laptop in a chair? Maybe. But doing so with a book has far more ease. Books are so ingrained into our culture that they are now almost impossible to escape. Reading a book on your tablet computer is doable, however a book is so much more appealing.

3. It's in our culture. At the very least, offset printing will not go away overnight. It is ingrained in our culture. Ever since Gutenberg invented the printing press, we have been groomed by a culture that looks at the printed word as a reliable source. Newspapers for example are printed by offset printing companies. Though they are no longer the primary source of news today, they are still respected as a more reliable source than the internet.

Agree or not, offset printing is here to stay. Other forms of technology will continue to eat away at the market share, but offset printing will continue to play a dominate role in conveying media to the world.

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Bill Kozak - About Author:
Bill Kozak is an offset printing consultant who has worked on various presses in his career. He gives professional advice to those that work on various a offset printing presses around the world.

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