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An Insight into the World of Printing by James Blee

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The more you know about the nuances of printing, the better you would be able to find deals and get quality print work. Ordering for print and getting a good quality print job done 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. There are a wide variety of options available in the market, which are adopted by the printers. In this article we would discuss about the most common ones.

The first would be digital printing that is a pretty new member in this industry. The people are not much aware of this form as here digital imaging technology is used instead of films. This implies that 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. Flexography is used to print on packaging materials like grocery bags or gift bags. Gravure Printing is the most expensive and high quality methodology. 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, finding large scale use in a large number of industries.

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