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Offset Printing and Digital Printing- Differences by James

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There are many ways in which offset printing is actually different from digital printing. It is important to note that a lot of times, the desired final image quality and the amount of output required will determine the printing process that you will need to use. For example, offset process gives you excellent quality. However, the set up at the start is not only time consuming but also slightly on the expensive side. So it makes sense to actually go for digital printing, especially in case of pamphlets or brochures where you do not need more than a few hundred copies.

If quality is of prime importance, you will have to be inclined towards offset process which gives excellent image quality. On the other hand, digital printing will give you the benefits of shorter turnaround. In offset process, there is versatility in terms of the surfaces you could use for printing, such as paper, wood, metal cloth, rough paper and plastic. This versatility can prove to be of great importance in some cases, while the print cost for low volume printing can make digital process a more useful one.

If you are planning to use offset process of printing, you need to know that it makes commercial sense only if you have a high volume printing requirement. Anodized aluminum plates used in offset process need to be cared for. However, a good development in recent times is the computer to plate systems where you will get an even better print quality. Digital printing on the other hand is a good choice if you are planning to customize the printing material from one job to another. Personalization for example of letters can always be done in a better way and that too with a faster turnaround using the digital printing process.

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