

# Printing

## Print Service

- Team of highly-skilled print professionals
- Digital pre-press, high-tech printing, binding and finishing
- High quality full color offset and digital printing

Call Us Today!  
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## 100% Satisfaction Guarantee

We want you to be delighted with our printing and our expert service!

## Offset Printing

Offset printing is a widely used printing technique where the inked image is transferred (or "offset") from a plate first to a rubber blanket, then to the printing surface. When used in combination with the lithographic process, which is based on the repulsion of oil and water, the offset technique employs a flat (planographic) image carrier on which the image to be printed obtains ink from ink rollers, while the non-printing area attracts a film of water, keeping the nonprinting areas ink-free.

The advantages of offset printing include:

- Consistent high image quality
- Sharper and cleaner than letterpress printing because the rubber blanket conforms to the texture of the printing surface
- Usability on a wide range of printing surfaces in addition to smooth paper (e.g., wood, cloth, metal, leather, rough paper)
- Quick and easy production of printing plates
- Offset Printing offers longer plate life than on direct litho presses — because there is no direct contact between the plate and the printing surface.

## Color Printing

Color printing is the reproduction of an image or text in color (as opposed to simpler black and white or monochrome printing). It may also commonly be called four-color process printing when only the colors cyan, magenta, yellow, and black (also known as CMYK) are used. Another emerging method of full color printing is six-color process printing (for example, Pantone's system) which adds orange and green to the traditional CMYK for a larger and more vibrant color range.

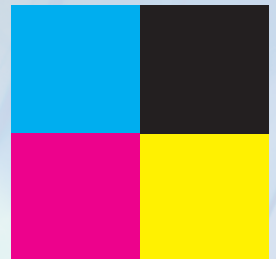
## Digital Printing

Digital Printing is the reproduction of digital images on regular paper, photographic paper, and other printable surfaces. Digital Printing differs from Offset printing in that the ink does not absorb into the paper, as does conventional Ink, but forms a layer on the surface. It requires less waste in terms of chemicals used and the paper wasted during the set up process.

Digital Printing is used primarily for small quantity short-run printing and Variable Data Printing jobs that require a quick turnaround. This option is a cost-effective method for Full Color or B&W booklets, business cards, catalogs, magazines, manuals or multi-page brochures.

## UV Coating

UV Coating is a clear liquid spread over the paper like ink and then cured instantly with ultraviolet light. It can be a gloss or dull coating, and can be used as a spot covering to accent a particular image on the sheet or as an overall (flood) coating. UV coating gives more protection and sheen than either varnish or aqueous coating. Since it is cured with light and not heat, no solvents enter the atmosphere.



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