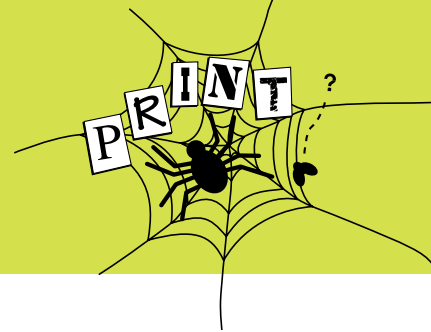


'Er, it's not quite what I meant...'



# Types of printing

The two most common forms of printing for everyday business use are digital and offset lithography. These two processes will cater for reports and presentation documents through to business cards, stationery and brochures. These and some of the less common processes are described below.

## Digital printing

A process where the prints are produced from data sent directly to the machine from a computer. Plates and set-up aren't required and so it can be cost effective for smaller runs. The quality is becoming close to that of litho, but there can be issues with matching colours.

## Four Colour Process Printing

Sometimes called 'full colour' printing, it is a form of offset lithography. The four ink colours are Cyan (blueish), Magenta (pinkish), Yellow and Black - often referred to as CMYK. The inks used are translucent, so can be overprinted and combined in a variety of different proportions to produce a wide range of colours. The majority of magazines and colour books are produced this way.

## Gravure

A seldom used printing process using etched plates, used for very high quality work or long runs.

## Large format digital printing

Used for posters and exhibition panels.

## Letterpress

A term for a traditional printing technique using moveable type. Each character is a raised surface on individual blocks. These are arranged as required, inked and then pressed against the sheet to produce the print. It has largely been replaced

by computerised typesetting, but remains as a 'craft' technique.

## Offset Lithography

The most common form of printing used commercially for both spot colour and four / full colour work. Please see the separate guide for more information.

## Screen printing

A system that uses stencils made from fabric stretched across a frame. The ink is squeezed through the fabric stencil onto the sheet. It is usually used for large posters, and to print onto unusual materials (t-shirts, plastic bags etc).

## Spot Colour Printing

A form offset litho printing commonly used for stationery because of its cost-effectiveness. The typical print includes using a special colour such as a Pantone ink along with black.

## Sheet fed

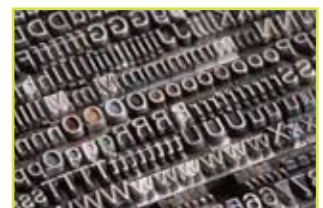
Machines that print one sheet of stock at a time, they are used for most business printing of stationery, leaflets, brochures etc.

## Web printing

Web printing is used for very high volume work, such as newspapers and magazines. They are large, fast machines fed by large rolls of paper.



Web printing paper rolls



Metal moveable type



Four colour process press

If you want to know more, just ask!

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