

# Print on demand / Digital printing FAQ

## What is Digital Printing?

- Digital printing is a fast, high quality and reliable method of printing directly from computer with out intermediately stages like films and plates.

## What different is it from normal desktop laser printing machines?

- High end digital printers use C M Y K colors rather than the RGB which means it prints with the same color technology as offset printing machines. This results in better matching to offset.
- High end digital printers also are designed to produce better color quality and greater consistency along with its color calibration option and ICC profile.
- Can be used as contract proof to see a sample of colors before actual offset print

## When or why do I need to print on a digital machine?

- Digital machines are used when very fast rapid printing is needed on short notice.
- It's also very suitable for customizable printing, where you can print several sheets all with different content right after each other (personalized printing).
- Small run jobs that are too expensive or too inefficient on offset machines (Quantity below 1000 A4 sheets for example)
- Contract proofing, to print very close colors to offset printing for color checking and proofing. (only applicable if machine is properly calibrated using a PCM – Print color management system).

## What kind of quality can your Digital printing machine produce?

- Our machine is capable of printing 2400 x 2400 DP in both copy and print modes delivers razor sharp details and smooth color transition.

## What's the minimum and maximum GSM's I can print?

- Minimum Paper Weight: 64 Gsm
- Maximum paper weight: 300 GSM

### **What's the maximum paper size I can print?**

- 330 x 480 mm (33 x 48 cm) {SRA3 Format}

### **Am I limited to a certain paper type?**

- Our Xerox Digital printer can handle all sorts of coated and uncoated paper (e.g. Matt Art, Gloss Art, Tam White, Wood free etc.)
- Special papers such as metalized, leather etc... need to be checked with technical staff on possibility of printing on them (please contact us for further information)

### **Is digital printing expensive?**

- Price per page for digital printing is cheaper than offset on short to medium runs.
- Digital print solution is a very cost effective approach to PRINT ON DEMAND solution.

### **Can I see examples of the quality?**

- Please contact us for printed samples.

### **What format do I need to bring for me to print?**

- For photo copying all you need is the original (please note that print quality is directly related to original quality, condition etc..)
- You can provide us a CD with any of the following formats (please note print quality is directly effected by resolution, picture quality, picture origination etc..):
  - PDF files
  - Picture files JPG, PNG, BMP (etc...)
  - Post Script
  - Free Hand
  - (PLEASE ENTER FORMATS)