



*what*  
**IS DIGITAL PRINTING?**

Digital printing is the process that transfers an image directly from the press onto the media substrate. So unlike traditional offset methods that require a metal printing plate, digital deposits the ink or toner directly onto the paper. 'Small Format' refers to the physical sheet size the machine can handle, usually restricted to an oversized A3.



Traditionally, digital has been the 'go to' for smaller quantities. Depending on the dimensions, flyers and brochures of up to a few thousand copies, and books to a few hundred are perfectly suited to a digital press. But we think choosing to print digitally based only on quantity is selling yourself short of its real capabilities.

Ever considered personalising your print? Because of the direct transfer process in digital, every sheet can potentially be different, either with variable text or variable images. These campaigns stand out from their static competitors and see higher response rates and better return on investment. Variable Data Printing (VDP) is one of the often overlooked benefits exclusive to digital.

Newer machines like Printcraft's HP Indigo 7500 also have a few extra tricks under the bonnet. White ink, and a clear raised varnish add an extra 'tactile' dimension. Check out our recent White & Clear promotion and register for a sample pack here.



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**WHAT TO CONSIDER ...**

There are some considerations if you're planning to print your work on a small format digital press.

**PAPER** – not all paper is the same, and the water content and surface make some stocks more suitable for digital printing than others. It's best to check with your supplier what can and can't be used on their specific equipment.

**PRINT QUALITY** – although machines like the HP Indigo have taken us long way from the waxy, gloss finish of the early days, it's important to understand the differences in quality between digital and offset printing. With digital, solid colours, gradients and very fine text can be tricky to reproduce, and images can often look 'over saturated' with colour. Generally print is CMYK only and any PMS critical colours should always be discussed with your supplier.

**SHEET SIZE** – if you're looking to print a short run of books or presentation folders something to note is the sheet size of your supplier's digital press, as most run an oversized A3. One of the few digital presses on the market with an extra large footprint is the Xerox Igen with a 660 x 430mm sheet.

**FINISHING** – Again, technology has put almost all finishing and embellishment options within the reach of small format digital presses, but it's still important to discuss these with your supplier before you hand over the artwork. Some laminates and foils may not adhere to the toner on digitally printed sheets, and others lay down a silicon coating making them unsuitable for glue based binding methods.

**HP Indigo 7600 Digital Press** | CMYK + Orange and Blue, monochrome  
Stock from 90gsm – 400gsm | Max sheet size 320 x 450mm  
35,000 double sided CMYK impressions per week capacity

**Xerox iGen 150** | CMYK simplex or duplex  
Stock from 90gsm - 400gsm | Max sheet size 380 x 660mm | XMPie Intergration

**A TASTE OF JAPAN**

PAUL GIGGLE CALENDAR  
DIGITAL PRINT BY PRINTCRAFT

