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Important Points To Consider While Selecting An Offset Printer

Since its first use in the 15th century, offset printing technology has been a very popular type of printing services. In this printing technology, a lithographic kind of press is used to give an impression on a rubber plate, which then transports the image on to the printing material.

Offset printing clearly offers better quality than the normal lithographic type of printing. These days, any good printing company offers offset printing services and you can easily find a suitable offset printer around your area.

Offset printing is generally pricier than digital printing services for smaller volumes and this is because it involves a lot of work even before the first sheet of paper is printed. But, if you are placing a large order, in that case offset printing is the right option as it is highly inexpensive in such a case. The benefit of offset printing is the low running expense which more than makes up for the higher set up expenses incurred initially. Hence, it makes perfect sense to choose offset printing in case of high volumes as it's more cost effective.

When picking an offset printing company there are some additional points to keep in mind. Offset printing provides a lot of alternatives that can leave a non-expert totally puzzled as this technology differs a lot from the much easier digital printing. Technical support is a must to help you with the technical specifications of offset printing. So the printing company that you decide to work with should be able to extend such support.

Moreover, you should also look for additional printing services from your printer such as designing your print requirements and permitting you to test a sample print before bulk printing. Finally, for you to be able to use the printing company on a regular basis, the company must provide you good rates, which fit well within your printing budget.

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