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Why Opt For An Offset Printer

Offset printing is a well known form of printing services and it has been in application since the 19th century. This type of printing requires putting an image on the printing material from the impression on a rubber plate which in turn received from a lithographic press.

Offset printing became the most superior form of commercial printing in the 50's. This was because of the advancing technology in paper, inks, and plates. These advancements allowed greater speed and plate strength. The majority of present day printing is still done using the offset printing procedure. Newsprint publishing is still done using offset printing.

The prints from offset printing are of better quality than those from conventional lithographic printing. And it's not hard to find a high quality offset printer around one's area as a high quality printing company will always provide offset printing services these days.

The work required before actual printing in case of offset printing drives the expense up, which is therefore higher than digital printing if your order size is small. But, offset printing is the right solution if high volumes are needed as it turns out to be pretty economical. The benefit of offset printing is the low running cost which more than balances for the higher set up costs incurred initially. As a result, it makes good sense to choose offset printing in case of high volumes as it's more economical.

It is imperative that an offset printing company is selected only after due thought on some key points. By virtue of it being very distinctive from the simple process of digital printing, all the options in offset printing can be very hard to grasp for a non-expert. Technical support is a necessity to guide you with the technical specifications of offset printing. So the printing company that you select to work with should be equipped to extend such support.

Other printing services such as extending design services for your print requirement, and providing you a sample print before bulk printing should also be asked for from the chosen printing service provider. Lastly, for you to be able to use the printing company on a continuous basis, the company must provide you good prices, which fall well within your printing budget.

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