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Printing Services Evolution Over The Years

Print medium even in this age is a very popular mode of disseminating information to a wide range of people. The printing services industry has witnessed tremendous growth over the decades and is still growing at a steady rate even now. Today it is able to not only fulfil customers' printing requirements but also other associated needs as well.

With the invention of the first printing press by Gutenberg in the 1400's, bulk printing services in the form of relief printing evolved into a full fledged industrial service. In this style of printing the printed image appears raised from the base of the material, like in a rubber stamp. Relief printing is scarcely in use nowadays, though there are still some instances where it is used.

The industry has seen radical transformation in the printing methods used, and these changes were usually driven by advancements in technology. Modern printing techniques are quite varied and have a range of uses. In fact, most customers now feel overwhelmed with the printing alternatives available in the market.

Offset printing is a well known printing method preferred by most printers these days. This method uses a limited quantity of ink to print the image on metal plates first and then it transmits it onto paper. This type of printing is quite inexpensive and quick, and it is mostly preferred when big volumes of prints are needed.

Development in printing technology has also introduced other printing methods like thermal printing, that requires heating of coated thermal paper, and electrostatic printing, that is similar to photocopying.

However, the latest innovation in printing industry is digital printing. As is evident from its name, it includes image development and manipulation on a computer, and then this computer generated image is finally printed after review. But this quick and trustworthy method works best in situations where only a small number of prints is required. As this technique allows every single print to be customized it has resulted in some novel uses like computer form printing, where items like bills and receipts are printed on a fixed layout but with varying contents for each customer.

Another vital development in printing has taken place with the arrival of the internet. Printing companies have their own websites that customers can visit from the comfort of their homes or offices and place orders after seeing online printing samples.

Technological innovations have always brought about major positive changes in printing methods and the quality of the prints. The good news is that this trend of progress is going to continue unabated in the future too, ushering in favourable advancements to enhance performance and lower costs.

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