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Printing Services - Through The Years

The popularity of print medium as an efficient means of disseminating information to several different kinds of people is great & famous even in the nowadays. The current form of the printing services industry is a result of years of change & evolution in printing styles & techniques. Today it can address almost any need of the clients associated with printing & its ancillary requirements.

Bulk printing services first began sometime in the 1400's when Gutenberg invented the world's first printing press and the whole concept of relief printing came into being. In relief printing the printed matter appears elevated from the background, just as you see in a rubber stamp. Relief printing is rarely in use nowadays, though there are still some situations where it is used.

Printing methods have changed radically down the years, and these transformations have been brought about by upcoming of newer technologies. Modern printing techniques have developed to a great extent, and each technique has its own uses. Most customers are in fact bewildered by the abundance of printing choices available to them.

Offset printing is a popular printing technique preferred by most printers these days. In this technique, minimum ink is used to print the image, which is first applied on metal plates and is then transferred onto paper. This method is most suitable for mass printing, as it is both faster and lesser expensive than other techniques in the market.

Other printing techniques that have evolved with progress in technology are electrostatic printing, which resembles photocopying, and thermal printing, which uses a system of selective heating of layered thermal paper.

However, the newest revolution in printing industry is digital printing. As the name tells you, in this method, images are digitally created on a computer, which are then checked for accuracy and are finally printed. This method is flawless and quick, but it is appropriate only for a restricted number of prints. As this technique allows every single print to be customized it has resulted in some novel uses like computer form printing, where documents like bills and receipts are printed on a fixed format but with differing contents for each client.

Printing services took another leap when the world wide web started gaining popularity. Most printing firms run their own websites that allow clients to conveniently place orders and check out designs and templates, without them having to go all the way to the firm's premises for this purpose.

Technological innovations have always brought about significant positive changes in printing methods and the quality of the prints. The best part about this trend is that it will stay on track well into the future and keep improving the performance and cost effectiveness of printing services.

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