

Commercial printing

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Commercial printing comes in a wide variety of options and those who are considering projects that are too large for desk top jet ink or desk top laser printers will want to get the basics on some of the processes available. Because there are different avenues that can be taken in getting a large print job accomplished, those choosing the process on behalf of commercial agencies will want to get the basic information about which process will best suit the individual job, getting the best quality work for the money. There are also a variety of services many quality commercial printing companies offer to help further support clients and customers in meeting deadlines and deliveries. Communicating with associates, customers, and the general public is key to the success of any business or organization and using commercial grade print projects is something most professional agencies will need at one time or another. The Internet now offers a selection of different services and options, so those seeking will benefit by taking time to browse the companies advertising and utilizing the Internet. Among the types of professional grade print options available, offset lithography is perhaps the most widely used selection. This type of commercial printing transfers an image or graphic through photography to metal, plastic, and various grades of paper. The projects that are most commonly used with offset lithography are magazines, brochures, and glossy, high quality newsletters. Flexography is a form of quality commercial printing that utilizes inks that dry very quickly. This form of print process is accomplished at a high rate of speed and can be used on many different types of materials. Flexography is best for plastic bags, candy wrappers, gift wrapping, large numbers of labels, and disposable paper products. Engraving is another type of print process that is used for specific projects. Wedding invitations, professional business cards and letterheads, and any specific job that needs a formal appearance are best suited for engraving. With engraving, an impression is cut into the paper with a metal die and then filled with ink, creating a raised surface. Thermography is a form of print processing that has a similar result as engraving, but is much less expensive. Thermography uses a powder types substance that is added to the ink and heated to achieve the raised look of engraving. There are several different methods used for the printing of posters, artistic prints and signs. This type of commercial printing utilizes screening or the silkscreen methods. Silkscreen is also used for transferring images to clothing. Screen print processes also work with non-textile mediums such as CD labels. Digital ink print options are also growing in popularity. Digital processes are direct to plate processes and are now being used in a variety of job needs. Dye-sublimation is a technique that uses solid dyes under extreme heat for quality commercial printing that resembles original photography. Thermal autochrome is a method using light sensitive paper with ultraviolet lighting to produce a photographic quality. This technology is growing in popularity and is used widely with digital photography. Depending upon the project and the targeted audience, many of the printers advertising services online also offer a variety of supporting services, as well. With postcards and newsletters or magazines, there are quality commercial printing companies that will also handle the mailing process. Print customers can simply upload their customer's addresses and the print services company handles the direct mail aspect, as well. There are also agencies online that offer design capabilities, offering professional designers to help with custom jobs. And, there are also faster and less expensive processes that have standard templates available, where customers simply fill in the information, giving a general postcard or brochure format a personal and unique touch. The Internet has become the premier location for finding services in the print industries. Because jobs can be uploaded, downloaded, and handled electronically, quality commercial printing companies are now much more convenient. Proofs can be approved and discussed online with speed and accuracy. Try browsing the many different options of printing and services through the Internet to get a good feel of the market and pricing structures. There is sure to be a company offering the exact print service needed to get the desired communication or graphic printed and out to the targeted audience.

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