

# Did you know FedEx Office Commercial Print offers both?

## Offset Printing vs. Digital Printing

### What do you mean when you say “offset print” or “digital print”?

There are two very different methods of printing. Let’s look at the differences, and see where it makes sense to choose one or the other for your next print project.

### Offset Print

The Technology used to Offset Print is an updated version of the OLD printing press. We no longer have to put each letter down and put paper on the press and brush it. Now the equipment used has a plate, made from aluminum, which is used to transfer your images and words onto a rubber pad. That pad is then rolls that image onto a sheet of paper. The term “offset” is used because the ink is not transferred directly onto the paper. Offset printing will be best choice when you are printing quantities over 250 for some projects and 500 or 1,000 pieces are needed for other projects. This method of production will provide truer color reproduction, with sharper images, and professional looking print.

### Digital Print

Digital printing uses equipment that requires toner (like in laser printers) or larger printers that use liquid ink, like our HP Indigo printers. Digital printing is recommended if your materials have information that becomes obsolete often so printer smaller quantities would be best to avoid throwing out unused materials. Digital is great solution for quick turn needs or black and white only print. We also use digital equipment for printing variable data such as numbered drawing slips or discount count cards with different numbers or on direct mail pieces. When your project requires different codes, names or addresses, our digital process is seamless.

### Which is best and how do I know?

While offset printing is a great way to print beautiful marketing pieces, many people are finding their departments do not require larger runs of 500 or more pieces, and the solution of course would be a quick turn digital model.

### Digital Print Advantages:

- No setup fee for printing digitally
- You can print exact numbers instead of rounding up and you can print it as needed instead of in large volumes and warehousing your materials
- No minimum quantities required (1, 20 or 50 or?)
- Printing black and white digitally is inexpensive and fast
- Digital Print for Variable data (drawing ticket numbers, names, addresses, special codes and numbering)
- New Digital Print machines have made digital quality and producing small runs beautiful and fast

## Offset Print Advantages:

- Price per piece goes down with each additional 1,000 pieces This is the most cost effective solution for larger color print runs
- With offset print there is a wider variety of paper stock available and multiple finishes of Acquiesce Coatings
- Pantone colors are available as well as a variety custom ink, such as metallic ink, heat set and cold set, quick dry, fluorescent ink, etc.
- Offset print provides the best possible print quality, with sharper detail and color closeness

## Which is the best choice for my project?

As you have read above, both are great solutions with each having benefits depending on your specific end result need.

Ask yourself:

- Will I need hundreds or thousands of these printed pieces?
- Do I need to Pantone match my marketing pieces?
- Would I prefer a special paper, ink or coating on my printed materials?

- **The answer would be Offset Print**

- Is my project all black and white?
- Am I printing less than 250 color pages?
- Will my printed piece be obsolete in a short period of time?
- Will I need variable data added to my print?
- Will I need this project completed in 24 to 72 hours?

- **The answer would be digital print**

The exciting news is that **FedEx Office Commercial Print** offers both solutions. Same great service, corporate pricing, personal consultations and with your contract, free local delivery

**For a project consultation to develop the best solution for you, contact:**

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