



*Labels without Limits*

## **THE POWER OF DIGITAL OFFSET PRINTING**

In today's retail marketplace, store shelves have many products. The package is the tiebreaker when it comes to which product the consumer picks. Digital Offset Printing can provide many benefits when it comes to package design and short-to-medium runs of multiple SKU's.

Digital Offset Printing provides the benefit of high-resolution four-color process print quality with no make-ready, no separations and no printing plates needed.

### **Digital Offset Printing- Benefits:**

- Digital Offset Printing eliminates the expense of films, plates, or chemistry, and generates little or none of the waste. Plus, it requires far less set-up time.
- Digital files are downloaded directly into the Digital Offset Printing System.
- Flexible short-to-medium runs.
- Superior quality to flexography and equal to offset
- Copy changes in minutes.
- Hot Stamping and Embossing is also available.
- Large range of films and paper stocks available.
- Great for testing several different product decisions.
- Unequaled production turnaround.
- Can quickly and accurately review new packaging graphics prior to full-scale production press runs.
- Variable information imaging and bar codes, static, random or sequential.
- Better inventory management with shorter runs of multiple SKU's

### **Digital Offset Printing-Uses:**

- Prototypes
- Short-to-medium runs of multiple SKU's
- Proofing
- Sales Samples
- Target/Regional Promotions
- Private Label Brands
- Authentication, Tracing & Tracking
- Same Day Proofs/Bids

**Digital Offset Printing-Breakeven Point vs. Flexography** (based on four-color process on white pressure sensitive film stock)

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|-----------|---------------|
| • 3" x 3" | 50,000 labels |
| • 5" x 5" | 22,000 labels |
| • 8" x 8" | 8,000 labels  |

Digital Offset Printing is the ideal solution for cost-effective short-to-medium runs, on demand, full color, high-quality high-resolution four-color process labels and promotional products.