

**PRISMA PAPER:**



# Small print jobs get VIP treatment

Since its launch in 1993, digital print has taken the printing industry by storm. It's easy to understand why when you look at the many benefits digital printing offers. First and foremost is the flexibility it has to handle smaller quantities very quickly and efficiently.



Digital data is easily stored and updated making it easy to make changes quickly and reducing the need to discard out of date materials.

The short runs offered by digital print allow you to tailor more specific messages to specific audiences, giving you the flexibility to produce what you want, when you need it. It's the perfect tool to delivering the right message, to the right audience, at the right time.

## **Fast and Cost Efficient**

Digital printing is often faster than traditional print services due to its minimal press setup. Because the process does not use press plates, there is no plate mounting, no registration adjustments and no ink keys. There are fewer steps and people involved in the printing process, and as a result the final product can be delivered more quickly.

And, with improvements in print technology, you don't have to sacrifice quality when using digital printing. You'll get offset print quality, excellent color consistency from sheet to sheet, plus a full range of finishing options, including:

- *Die-cutting*
- *Foil stamping*
- *Embossing*
- *Protective coatings*
- *Special inks*
- *And more.*

Digital printing can be the ideal solution for your short-run printing needs, while offering you all the features and benefits of traditional offset printing.

**To learn more, call us at 602-243-5777.**