

Factors to consider when choosing whether to print digitally or offset.

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## Making the Right Choice for Your Brand: Digital vs Offset Printing

A question that we get often is what the distinction between digital and offset printing is. After all, printing is printing right? Well, not exactly. Here's a quick reference on their differences and the advantages of one versus the other.

Offset printing uses plate technology. A print image is burned to a plate (historically a computer-to-plate system, but has since moved into computer-to-plate systems) and is transferred from the plate to a rubber blanket and then onto the printing surface. Multiple heads and multiple passes of ink are laid down to create the images. Digital printing eliminates the need for plates and in most cases applies ink in one pass from a single ink head. It is similar to how your inkjet printer works at home or in your office.

Understanding both print processes will enable you to make the right choice for your project, your campaign, and/or your brand overall.

"I love working with the group at ABGI. They make my job easier, are so professional and always accessible and accurate!! Jennifer and Ashley are so organized and tend to every little detail. Thanks ladies for helping me stay afloat!"  
-Teresa McClain, Promo Buyer



### Did you know...

Promotional products have a high reach and

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medium to increase and sustain brand awareness. They can be used to minimize time gaps in exposure occasions and provide external cues to help brand recall. For successful marketing, they should be provided on a regular basis, have a clear connection to your brand, and should be relevant to your consumer. Contact ABGI today for some ideas on how to utilize promotional products in your campaigns and for successful use with your brand!

Here are some advantages of both technologies:

### **Offset Printing**

- Large quantities can be print quite cost effectively.
- A large variety of custom papers, specialty inks (such as Pantone, metallic and fluorescent) and custom finishes can be used.
- Highest possible printing quality (although digital is making great strides in this direction).
- Unit cost goes down as the quantity goes up.

### **Digital Printing**

- Shorter turn times.
- Less expensive and lower volumes than offset printing.
- Variable data capabilities (such as names and addresses on postcards).

- Eight in 10 consumers own between one and 10 promotional products, six in 10 keep them for up to two years, and about half (53%) use a promo item at least once a week or more often.
- The most often recalled promotional product categories include: Wearables (41%), Writing Instruments (35%), and Drinkware (19%).
- When it comes to frequency of use: Calendars/Planners (85%), Computer Products (85%) and Electronic Devices & Accessories (82%), take the top 3 spots.

Source: PPAI

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- More accurate counts, less waste and fewer color variations.

There are many considerations in deciding which print technology to use, such as quantity, timing, size, of piece, stock/medium and required finishes or ink. Understanding all the variables of your printed piece, as well as the advantages of each print technology will help you make the right choice for your brand.



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