



## The Digital Advantage

Label printing has traditionally been done on flexographic printing presses. It is a complex and expensive process, involving artwork to create flexo printing plates. Plates are then loaded onto the printing press, inks are mixed, and the machine is calibrated. It is a complex and costly procedure, and must be done for each different copy and color before a single label can be printed. Who ends up footing the bill for all this? You guessed it, you do. Digital printing takes us to an entirely new realm of label printing possibilities, and frees us from the grasp of setup and tooling fees, allowing for cost effective runs of just about anything you can imagine, at any quantity.

Why order large print runs when businesses today are trying to lower overhead cost. Why not just print what you need? Don't inventory large amounts of printed label which may become obsolete in a couple months. Today we need to respond even faster to market trends with digital capabilities, and take advantage of quick turn around times and excellent quality.

The key advantages to having your labels printed digitally are:

- **Shorter turnaround:** With no plates to create and only a short machine setup, a custom label job printed on a digital printing press can be printed in minutes, not hours. No more waiting for pricy plates (typically costing \$75.00 each and requiring 4 plates (\$300.00) for a Flexo 4 Color Process job) to be set up, proofed, and produced, a process taking days/weeks, before even being able to print a label.
- **Quality/Accuracy:** Every print is the same. If you want high resolution and vibrant colors then you need digital printing. You can really see the difference in digital printing detail compared to traditional flexo print. You also get more accurate counts, less waste, and fewer variations. Digital color quality is far superior to flexo as well. If you are selling your products at retail level, you really should consider digital label printing for the quality of the product.
- **Cheaper low volume printing:** Short runs are much more cost effective with digital printing. Print on demand with minimal set up fees. Flexo plates can cost hundreds of dollars per label copy. If you have multiple label designs the plate charges can add up very quickly. Digital printing greatly reduces this common fee.
- **Flexibility:** Perhaps its greatest asset, with digital printing you can print 1,000 custom labels and every label can contain different data. That's right - completely variable data printing. Whether you want to include names from a database, consecutive numbers, multiple barcodes, or just several versions of the same label, digital printing can handle it with ease. For example, if you have 15 versions of a 2" x 3" custom label and want 100 labels of each design, we treat that as a single 1500-label job and price it accordingly. No plate change and color change charges.
- **Proofing:** Digital printing offers accurate proofs, since you see an actual sample of the printed piece. Accurate color proofing for flexo printing can be expensive. We can quickly provide you with a one-label proof for your approval before running your order.

In summary, digitally printing your labels saves you time and money, while opening up a new door of options that you've never had access to before. Let us know how we can help you with your digital print needs today and start taking advantage of all that digital printing has to offer.