

OFFSET PRINTING & HOT STAMPING



What is offset printing?

Answer: This process is used on calendars. This is the process of transferring ink to a plate and then to paper. It produces the highest quality image because of better print control and higher resolution versus other imprint methods. It also allows for resolution in producing halftone images. Art is etched onto a plate, then the ink sticks to the plate and the ink from the plate transfers to the paper.

Are there different kinds of inks used in offset printing?

Answer: UV ink is used to print our appointment calendars. The UV ink dries immediately and calendars can be packed and shipped right off the press.



What is hot stamping or foil stamping?

Answer: This is the process of transferring a raised image from a plate to a substrate using foil, heat, dwell time and pressure. This process is used only on Ready Reference planners and the mini stick calendars.

What are the advantages to hot stamping?

Answer: It is great for creating images with a true metallic finish. The image is fused with heat and foil onto the product and are extremely durable.

What are the disadvantages to hot stamping?

Answer: The foil color choices are limited because the foil is so expensive. Products with this imprint method are usually more expensive and require longer lead times due to needing a magnesium plate before printing. The magnesium plate comes from an outside vendor.

