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A Comparative Analysis Between Digital Printing and Offset Printing by [Angie Turner](#)

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Printing is associated as a standard business need but we are all surrounded by the world of printing. The newspapers, books, visiting cards, question papers and circulars are all printed. For this reason it's important that as an owner of a printing company, you to make a decision in choosing the best technology for these uses. Through the last few years, digital printing has undergone phases to reach huge popularity than the traditional offset printing.

If we divulge on a comparative analysis between the offset and digital printing techniques, there will be a series of advantages and disadvantages for both. Offset lithography is the most relied upon technology, or high volume commercial printing. In offset printing, the design image is burnt onto a plate and is then transferred from the plate to the rubber sheet and finally to the printing surface. The underlying principle is the repulsive property shared between oil and water. The ink to the image is supplied from the ink rollers. The non-printing area attracts a film of water keeping the non-printing areas ink free. Higher image quality, higher resolution and absence of streaks and spots are some qualities offered. This technology is also suitable for a wide range of printing services. The unit cost is also low as the quantity to be printed goes up.

The mechanical process of digital printing is the same as a desktop printer, where many steps, like making films and color proofs and making plates, are eliminated. In general shorter turnarounds are needed as well as lower costs for small print runs. Availability of variable data printing is also an advantage.

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