

# FACT SHEET

## DIGITAL PRINT

Since 1974 CDP have been at the forefront in providing new Print & Finishing techniques to help our clients businesses grow. One of these key areas is Digital Print. To help you understand the process and translate this into how it can help your business, we have created this Fact Sheet.

### What is Digital Print?

"Digital Print" is the process of printing variable information and images direct from a Mac or PC onto a substrate without the need for printing plates, set up costs, proofs, or other overheads associated with conventional litho printing.

And because there are no plates or lengthy set-up times "Print on Demand" is the key phrase when describing Digital Print from CDP.

### Why use Digital Print?

Digital Print provides quick turnaround, low volume high quality print, at a fraction of the cost of traditional litho print.

Added to this, CDP's technology now allows you to have completely different full colour pages printed one after the other – all at the same low cost.

This means that you can test several different formats, all printed at the same time, on the same machine, and have them personalised if you wish, quickly and efficiently.

### Is Digital Print for me?

Yes! Some of the ideal applications for Digital Print are:

Business Cards	Training Manuals
Sales Literature	Personalised Mailings
Brochures	POS Materials
Presentation Materials	Vehicle Livery
Labels	Flags & Banners
Posters	Books & Magazines
Postcards	Newsletters

### CDP Digital Print – the BIG Advantage

The Big Advantage of Digital Print from CDP is the range of materials that can be printed on is far greater than conventional litho printing:

Paper	Ceramics
Plastic	Foils
Self Adhesive Materials	Veneers
Linen	Card
Laminates	Vinyl
Corrugated Liner	Cotton



## CDP Digital Print – formats available

Basically there are 2 digital print formats:

- Standard Size Digital – printing up to A3 (297 x 420mm) with bleed. This is most commonly used for business applications such as Brochures, Direct Mail, Manuals, Magazines, Sales Literature, Labels, Business Cards etc.
- Wide Format Digital – printing up to 3000mm wide with no length limitations. Wide format is used for Building Wraps, Posters, Banners & Flags, POS, Vehicle Livery, etc. Plus wide format has the advantage of being able to print on almost any flat substrate such as wood, glass, metals, fabrics, ceramics etc. But it doesn't stop here...

## Does Digital Print have its drawbacks?

Yes and No!

- Process Colours - Digital Print uses the CMYK\* process system to create its colour spectrum. All resulting images & colours are a mix of these 4.
- CMYK - Cyan (blue), Magenta (red), Yellow, K (black).
- Spot Colours – are made from the process CMYK palette. If you have a specific spot or corporate colour then it is advisable to test the colour balance prior to a print run.

*(Please note: for regular digital print runs we may be able to formulate your special colours).*

- Solids – large areas of a solid colour can sometimes have banding or very faint lines. This is caused by the method of printing. However, there are some very creative ways to overcome this...

- Texture – is a method of introducing a subtle texture to a heavy solid area. Examples of some textures are stone, leather, linen, wove, leaf, blur, and other special effects.
- Laid Papers – or other papers that have a definite ribbed or textured surface may not be suitable for some Standard Size digital printers. Again, it is advisable to test first.

## With Digital Print you can afford to print something different – everyday!

Digital Print is friendly on the environment and on your budget. You only print what you need, when you need it and don't end up throwing away out of date literature.

## Digital Print – Personalisation Techniques

- Personalising with Names, addresses, personalised messages, digitised signatures are all within your grasp with digital print. But there is more...
- To really make it personal, you can add and remove images from each page. This allows you to test formats within a print run without costly plate changes and time delays. But that's not all...
- You can select images that individually match your prospect or client profile. For instance – you have enquired about a red car, and the brochure you receive is...a red car! To take it further, you know the buying history of your database – you can select images that either cross-sell or up-sell – to each individual.

But there is still more to Digital Print...

# BOOKS MAIL SHOTS LITERATURE



### Digital Print – Just imagine...

It's your birthday...imagine a brochure with your name iced on a cake! On the front of your holiday brochure...imagine your name in lights above Las Vegas! Or drawn in the fine white sand of the Caribbean!

Imagine your name carefully planted in colourful blooms on the front of your gardening brochure!

We can even write your name in the stars on a clear night! Who needs horoscopes!

Imagine...

### Digital Print from CDP – more ideas...

As technology advances so does the impact and use of Digital Print. What was considered impossible even 6 months ago is now available from CDP Digital Print.

Fancy having wallpaper in your brands? Or the doors and desktops in reception printed with your logo? Want a company flag to celebrate an achievement or special event? Need extra special presentation materials for that big contract? Want to communicate on a truly 1-2-1 basis with your customers?

CDP Digital Print can do it all for you.

The only limitation to CDP's Digital Print is your imagination...

### CDP, the Environment, and you...

CDP are committed to maintaining the balance between manufacturing excellence and the sustainability and renewal of our fragile environment. This affects every part of our business. It also affects your business...

All of the paper based products we provide are made from sustainable, managed, and accredited resources, and are 100% recyclable.

CDP's Print Management system is designed to reduce waste through dutiful management of the design, product re-engineering, and production processes.

All of our Print Management clients benefit from scheduled logistics which not only makes their business more efficient, it reduces transport costs and minimises CO2 emissions.

CDP continues to monitor the situation and will suggest more effective, efficient, and "greener" ways to reduce the burden on our environment. If you would like more information on our efforts in this area please go to [www.cdp.co.uk](http://www.cdp.co.uk)

### I like the idea...so where do I start?

On the back page we have set out a Guide to Digital Print that will guide you through the information we need to help you decide on which format and style you require.

If you need further information and samples then please contact us and we'll do the rest:

**Tel: 0800 1954 991**

**Email: [info@cdp.co.uk](mailto:info@cdp.co.uk)**

**Fax: 0151 724 6478**

# RATURECARDPLASTICER

