

## Learn More About Digital Printing

Contributed by Jeri Morris  
Saturday, 17 June 2006  
Last Updated Tuesday, 18 July 2006

Four-color digital printing is suitable for short runs and fast turn around production of print on demand, in your hands when you need it. The possibilities have become unlimited. Four-color digital printing can print on a wide range of printing stocks from 70 lb. text up to a 12 pt. cover, dull, gloss, matte, crack and peel label, plastic, and much more!

Personalization is made possible through the 4-color digital printing process which allows for the changing of the image (text and graphic elements) on every impression created. With modern 4-color digital printing software and the appropriate database, several different versions of the same sheet can easily be created. In fact, digital printing can personalize every single copy to provide customers with exciting promotional opportunities.

Four-color digital printing offers unlimited possibilities with economical short runs. We have made a major investment in the HP Indigo 1050 Digital Press and support services and invite you to share the excitement of this new printing option.