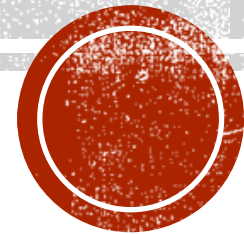


PLANOGRAPHY, SCREEN PRINTING



PLANOGRAPHIC PRINTING

- **Planographic printing** means printing from a flat surface, as opposed to a raised surface (as with **relief printing**) or incised surface (as with **intaglio** printing).
- **Lithography** and **offset lithography** are planographic processes that rely on the property that water will not mix with oil.
- The image is created by applying a **tusche** (greasy substance) to a plate or stone. (The term lithography comes from *litho*, for *stone*, and *-graph* to draw.)
- Certain parts of the semi-absorbent surface being printed on can be made receptive to ink while others (the blank parts) reject it.



SCREEN PRINTING



- Screen printing is a printing technique where a mesh is used to transfer ink onto a substrate, except in areas made impermeable to the ink by a blocking stencil.
- **Tools** – The process involves making a stencil using a drawn/digitized image or a photograph, attaching it to a screen, placing it over the desired canvas and spreading the ink over the image.
- **Efforts** – Takes a lot of time-consuming effort, because the screens need to be made and the process takes long.



SCREEN PRINTING



- **Quality** – Offers better quality imaging as the ink gets deeply absorbed and lasts longer. Screen printing also gives clearer edges to the image printed, because of the precision that carefully created stencils offer.
- **Cost** – Costs escalate with the number of screens.
- If you want a more complex image with many colors, then individual slides for every color are created. Screen printing also requires trained labor which adds to the cost.
- However screen printing is apt if you want a large quantity. For example if you have a large order for [promotional t-shirts](#) or promotional calendars then go for screen printing.



DIGITAL PRINTING



- **Digital printing** is the process of making **prints** from an electronic file. The artwork is created on a computer and directly **printed** onto the material.
- **Tools** – All you need is a computer and a printer with ink cartridges of every color.
- **Efforts** – As it is so easy to operate and gives results at the touch of a key, it is relatively quicker
- **Quality** – Choose this only if you want a fewer number of products imprinted. For example, a personalized T-shirt or a mug you want to gift for a special event.



DIGITAL PRINTING

- The ink doesn't spread because the image is directly printed on the fabric, but tends to fade quicker than the screen printed images.
- However, if you have a colorful image to imprint, then this is an apt option for you as all the colors are present in the single image, and you don't need separate screens for the same.
- Cost – The computer and printers are one time investments and digital printing is cheaper compared to screen printing as the charge is often for per imprinted image



