

Why Digital?

Philip Bentley

Digital is generally marketed as the next big thing in printing, a statement bolstered by the extra kudos that comes from the high-tech nature of this technology. This “Silicon Valley” sentiment is also reflected in the teachings of many with vested interests in the technology, that inkjet can print anything. Although this is broadly true if we consider a single drop from a single nozzle, it is quite a different story if we need to print at high speed in production environments. Analogue printing, in comparison, is remarkably tolerant in ink chemistry, a fact that is reflected in the cost of such inks.

The analogue printing vs. digital printing debate is only of interest to those selling such printing machines, the manufacturer simply wants to sell printed product at the largest margins. This presentation looks at whether the analogue or digital printing question is really so cut and dry and discusses in detail a productionised print solution that exemplifies how deeply synergistic the combination of analogue *and* digital can be.