stationeryworks

HOME OF
CHECKERBOARD | DESIGNERS' FINE PRESS | LALLIE

Digital Printing

INSIDE:

the method: digital

The newest, most versatile print method on the block! Digital images are transferred to a canvas in one pass, using lasers, charges and ink. The printed finish is smooth (similar to flat offset printing) but no plate is needed and an almost unlimited number of colors is able to be printed at once. This means an image can be transferred to paper more quickly and efficiently than with a plate-based process. Skilled operators prepare digital files for print and utilize computer processess to print the images. Constant attention is paid to color, coverage, paper feeding, and press callibrations to assure consistent, high quality prints throughout each and every print job. They can even incorporate variable printing like guest names on place cards or guest addressing on envelopes.

Digital printing is often followed by a UV coating to create a protective, rub resistant layer. The UV coating maintains the beautiful matte finish of the ink.

the art

Digital printing loves all kinds of artwork including full color photography. Because it is not a plate-based print method, there are no line weight minimums and it can handle combinations of thin and thick line artwork as well as all-over coverage. Digital printing is typically semi-opaque, as ink bonds with the surface of the paper.

Digital printing can be mixed with other print methods like letterpress, thermography, flat, and foil stamping.

the colors

We have over 70 colors in our digital palette for cards and 60 colors in our digital palette for envelopes. Our digital presses can also print full color digital images like watercolors and photographs!

Although the digital press can print a very wide range of colors, it does not have a full Pantone color range and cannot print inks with a metallic sheen nor neon colors.

Custom inks are possible, contact us for details.

opacity

Digital ink bonds with the top of the canvas, creating semi-opaque coverage. The darker the digital ink color, the more opaque its coverage. Lighter colors are more prone to shift when printed on medium to dark canvases.

DIGITAL INK	*digital color*
+ PAPER	*digital color*
FINAL COLOR	*digital color*

the papers

White, Pearl and Cream 130# Cover stocks are our first choice for designs that incorporate digital printing! They are primed to accept digital inks beautifully.

You can also choose a colored matte or metallic stock! Ink colors shift on colored stock (see "Opacity") and note the differences in our available color palette for metallic and vellum papers.

The protective UV coating can have minimal impact on White and Pearl paper colors, but can noticeably shift the color of darker, colored stocks.

Some kinds of specialty stocks, like heavily textured paper or wood are not compatible with the digital press.

letterpress

Made of 100% recycled cotton, its loose fibers make digital ink coverage less than on a smooth, tighter fibered canvas; our 130# white cover stocks are our preferred option

COLORS: White, Pearl, Cream
WEIGHTS: 300gsm (1-ply), 600gsm (2-ply), 900gsm (3-ply), or any other variety of lush weights!

white cover

A smooth stock with a slightly textured surface that is primed to work perfectly for digital printing, making it our preferred option

COLORS: White, Pearl, Cream
WEIGHTS: 130# (1-ply), 260# (2-ply), 390# (3-ply), or any other variety of lush weights!

Works well in combination with letterpress, foil stamping, thermography.

matte colored cover

Smooth, matte finish colored stocks are typically 100#. Keep in mind colored stocks can affect the final digital ink color (final color = paper + ink)

COLORS: A wide assortment; see paper swatch deck
WEIGHTS: 1-ply, 2-ply, 3-ply, or any other variety!

Works well in combination with letterpress, foil stamping, and thermography.

metallic cover

Smooth, metallic finish stocks (like Stardream) are between 100# and 110#; Colored stocks can affect the final digital ink color; Limited ink color palette (see ink chart)

COLORS: A wide assortment; see paper swatch deck
WEIGHTS: 1-ply, 2-ply, 3-ply, or any other variety!

Works well in combination with foil stamping and thermography.

specialty papers

WOOD VENEER is not recommended for digital printing

VELLUM OR TISSUES are thinner stocks that can be digitally printed (limited color palette)

HEAVILY TEXTURED STOCKS are not recommended for digital because the texture interferes with the bonding interaction between the ink and paper

supplied papers

Our digital press has specific paper requirements making it not condusive to supplied papers.

thin lines

Digital printing is the most versatile print method and can print thin lines beautifully; since this is not a plate based print method, there are no minumum line weight considerations

EFFECT: smooth, flat, matte finish

UV COATING: recommended for rub resistance

solid areas

Digital printing is the most versatile print method and can print solid areas beautifully

EFFECT: smooth, flat, matte finish

UV COATING: recommended for rub resistance

mix of thin lines & solids

Digital printing is the most versatile print method and can print a mix of thin lines and solids beautifully

EFFECT: smooth, flat, matte finish

UV COATING: recommended for rub resistance

high coverage

Digital printing is the most versatile print method and can print designs with high ink coverage beautifully

EFFECT: smooth, flat, matte finish

UV COATING: recommended for rub resistance

overlapping colors

Because all digital colors are printed in one pass, there is typically not any overlap.

WHAT ABOUT OTHER PRINT METHODS?
CAN OVERLAP ALL OTHER PRINT METHODS: thermography, flat, letterpress, foil

print area & registration

MAXIMUM PRINT AREA: 12" x 18"

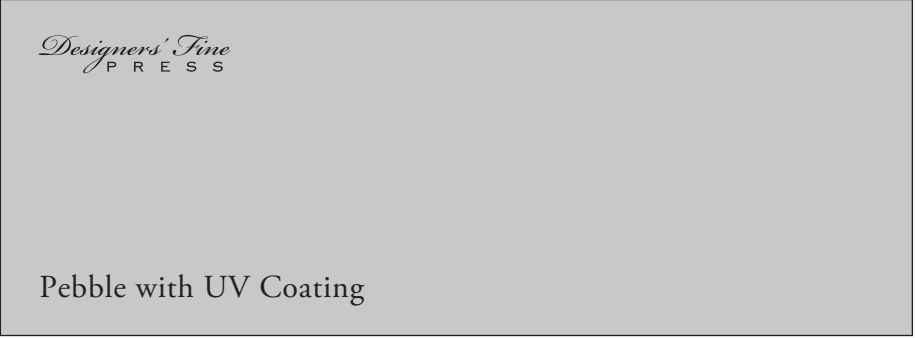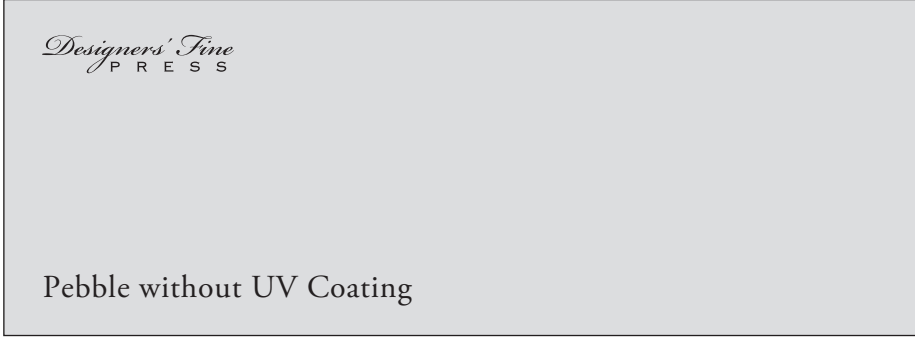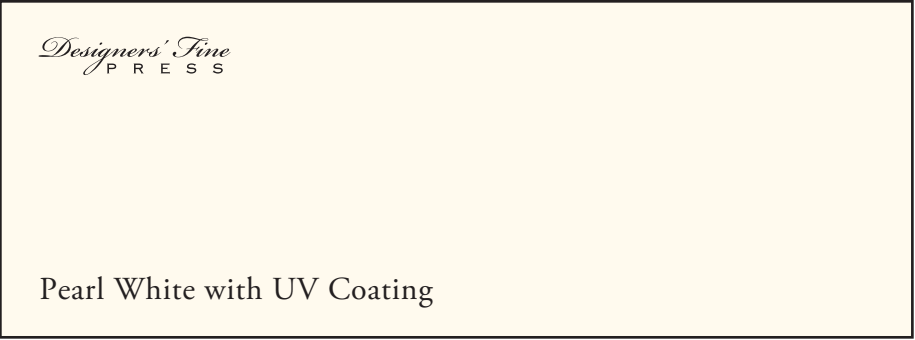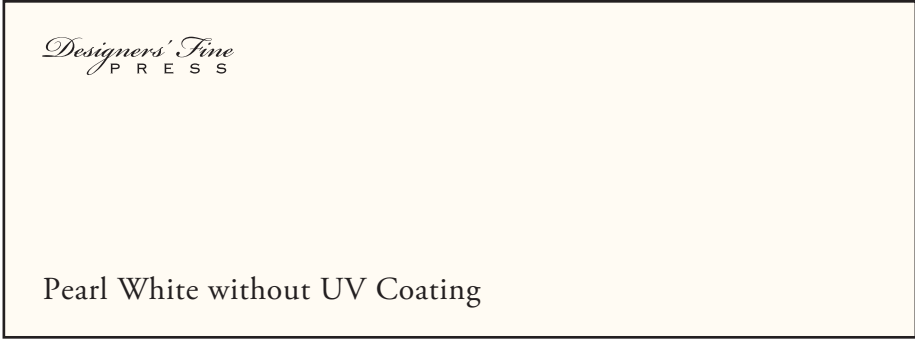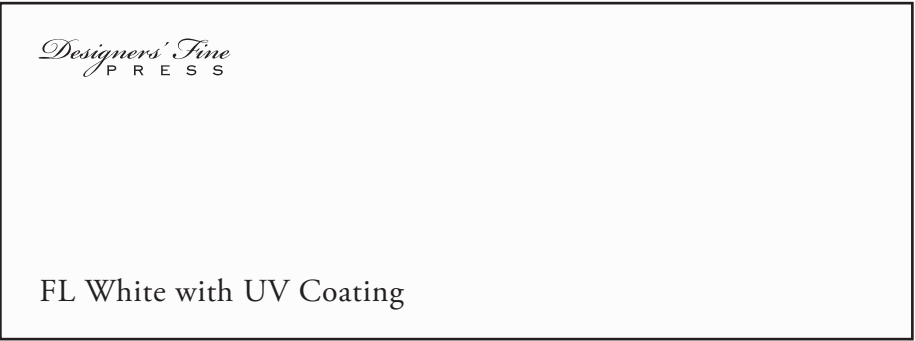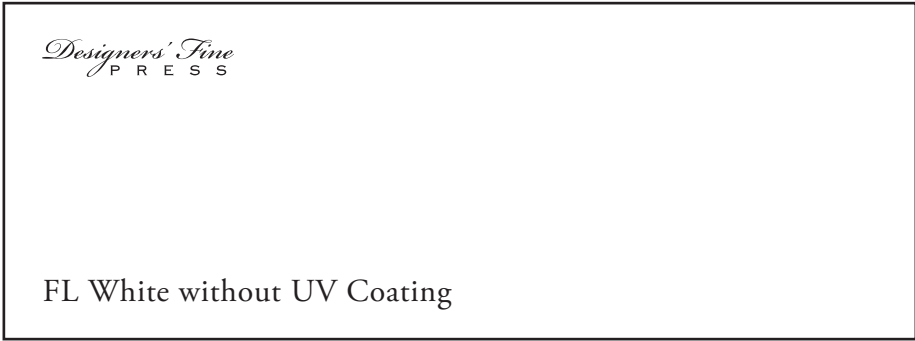SIDES: single layer cards can have Digital printing on both sides

REGISTRATION: for full digital, everything is printed at the same time making registration a non-issue. When combined with another print method, we recommend at least $^1/_{16}$" - ⅛" margin

FRAMES: we recommend they be at least ¼" - ⅜" away from the cut edges of the card. No embossed frames.

Each time we digitally print any piece, we test for rub. If we find that there is some rub, or ink transfer, from the digital printing, we will coat the piece with a UV coating. This clear coating is an extra step we take to ensure that your cards or liners do not transfer ink to their envelopes or other cards traveling with them.

Although we are using an excellent UV coating product, it can sometimes darken the paper that is coated. This means that if there is a coated card and an uncoated envelope (envelopes will not be coated), the paper color of the card could slightly differ from the paper color of the envelope. Even though there can be a slight color difference, we will still opt to coat the pieces because this results in the best final product.

While the effect is subtle on white papers, it can become more apparent on darker or colored stocks. See the below examples for coated and uncoated paper comparisons.

Designers' Fine
P R E S S

FL White without UV Coating

Designers' Fine
P R E S S

FL White with UV Coating

Designers' Fine
P R E S S

Pearl White without UV Coating

Designers' Fine
P R E S S

Pearl White with UV Coating

Designers' Fine
P R E S S

Pebble without UV Coating

Designers' Fine
P R E S S

Pebble with UV Coating

Designers' Fine
P R E S S

Charcoal without UV Coating

Designers' Fine
P R E S S

Charcoal with UV Coating

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combining print methods

Our print methods are beautiful on their own and when combined! Each of our print methods has unique characteristics that can work together on a single printed piece. When picking your print methods, we recommend you consider your design, how each print method can be accentuated and how the print methods work together. Once you know your print methods, you can choose a canvas that is common to both.

UV Coating protects / Digital printing

			DIGITAL (UV Coating protects Digital printing)	LETTERPRESS	FOIL	THERMOGRAPHY	FLAT
DIGITAL (UV Coating protects Digital printing)	White Covers	✓	●	●	●	●	●
	Matte Colored Cover	✓					
	Metallic Colored Cover	✓					
	Letterpress						
LETTERPRESS	White Covers	✓	●	●	○	○	●
	Matte Colored Cover	✓					
	Metallic Colored Cover						
	Letterpress	✓					
FOIL	White Covers	✓	●	○	○	○	●
	Matte Colored Cover	✓					
	Metallic Colored Cover	✓					
	Letterpress	✓					
THERMOGRAPHY	White Covers	✓	●	○	○	○	●
	Matte Colored Cover	✓					
	Metallic Colored Cover	✓					
	Letterpress						
FLAT	White Covers	✓	●	●	●	●	●
	Matte Colored Cover	✓					
	Metallic Colored Cover	✓					
	Letterpress						

● Print methods can be combined and can overlap if needed

○ Print methods can be combined, but we recommend no overlap for best results

Digitally printed pieces may be UV coated for protection. Refer to the "Digital Printing" section of this book for samples