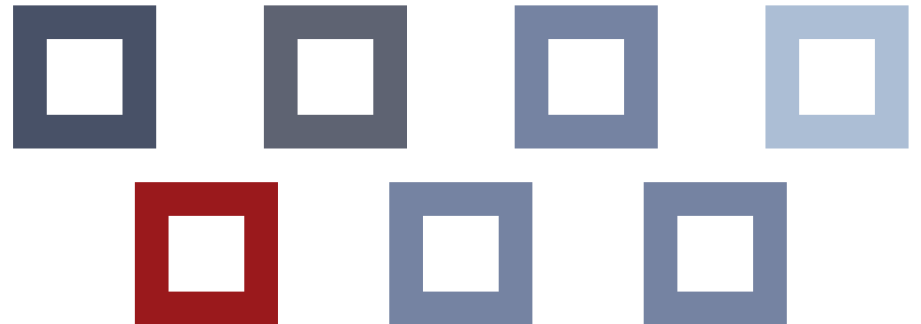


A Guide to Rotary Digital Printing



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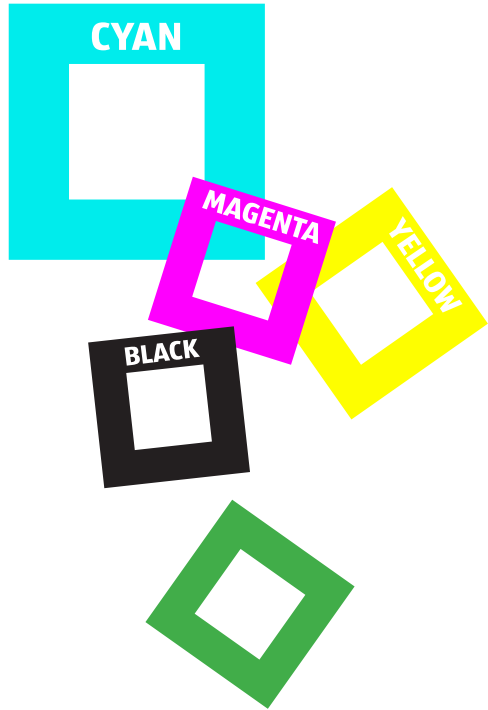
The Technology & Our Advice

Explanation of technology used.



03.

What We Do & How We Do It



Digital printing allows us to print without the need for expensive screens and films. We produce a wide variety of colours using four ink colours - Cyan, Magenta, Yellow and black (CMYK).

It is through a combination of these four colours that every colour on the CMYK spectrum is created. For example a green contains 75% Cyan, 5% Magenta, 100% Yellow and 0% black when combined this gives the appearance of the green.

C = 75% **M = 5%** **Y = 100%** **B = 0%**

What we do:

- Print sports bottles and protein shakers with a 360 dpi four colour process print.

How we do it:

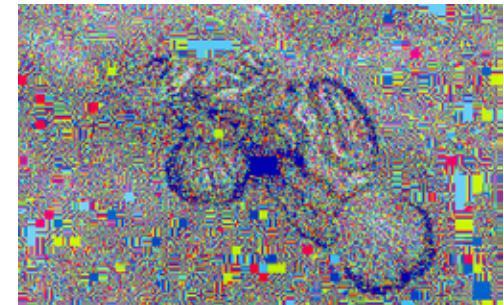
- Full colour logos are split into their basic CMYK colour profiles. This is the same principle as a desktop printer and uses a RIP software to generate dot matrix.
- Each colour is printed individually. The inks are translucent and as each colour is printed the colours overlay to create the full colour image.

EXAMPLE

This is the image in full colour.



This is the image having had the cyan profile isolated.



This is the cyan profile having been converted into a series of dots by the RIP software.



04. Advantages



Full Colour Printing

This fantastic printing technique enables us to print logos and corporate branding messages that were previously impossible. The print is direct to product so lasts far longer than a sticker.



360 Degree Printing

This technique does not require any screens and as a result can be used to print non-flat objects and non flat parts of the bottle. Look how effective a 360 print over the fingergrrips can be (see image right).



Gloss Finish

Using a specially developed varnish our print is protected by a glossy coat that is totally dishwasher safe. It also makes the colours extra vibrant!



Reduced Costs

Traditionally, screen-printing bottles with multi colour logos is time consuming and as a result expensive. Not any more, a digital print containing any number of colours, costs exactly the same as a digital print with just one colour.



No MOQ's

Using the software produced by our friends over at www.no-minimum.co.uk we are able to offer any order quantity right down to one-off pieces.



Large Print Area

Digital Printing allows us to offer an increased print area on all the products. This gives the biggest possible branding area and maximises our customers' corporate images.

05. Colourimetry

We can reproduce a broad range of colours totaling over one million shades and colours.

Visual reproduction of 75% of Pantone Solid Coated Series (950 shades/1350). Metallic and fluorescent shades are unachievable.

The unachievable pantone shades are the more vibrant colours on the outer peripheries of the colour chart.

The information above is based on printing on a white medium. The inks are translucent and as a result the appearance of the print will vary with different coloured substrates.

Due to the separation process we can not guarantee any pantone colour. If a particular colour is crucial please advise us and we will do our best to match this. This may affect the other colours in the logo.

We have the ability to print a white layer under the CMYK. This white layer is also digitally printed to prevent registration problems. The white is less opaque than the other colours but is not solid. This technology is currently evolving and lots of work is going into improving the white. Please see the image below showing how the white base mutes the CMYK colours.



06. The Technology And Our Advice

Ask for a pre-production sample. These are very affordable!

- The print heads are 70mm high. Any artwork larger than this will require the print heads to move vertically up the bottle.
- When this movement is required the top and bottom halves of the artwork are printed separately. Where these two halves meet a stitching line is formed.
- The stitching line is not always noticeable but is more obvious when using a white base. (Please see attached picture.)
- The print heads contain tiny nozzles that use electrical currents to fire ink droplets at the products surface. On certain designs a build of electro-static forces prevents the nozzles firing correctly. This may result in small satellite droplets.



STITCHING LINE

Ask for a pre-production sample. These are very affordable!

- Print on white or translucent bottle for most accurate representation of print colours.
- Keep text size large and off non-flat surfaces.
- Text wider than 100mm can not be read without twisting the bottles.
- Ask our design team for help.
- Take advantage of the huge print areas available.

Ask for a pre-production sample. These are very affordable!

