# Frequently Asked Questions

## *What is Digital Printing?*

Digital printing is a modern printing technique that uses digital files to produce printed materials. It is a direct printing process that involves sending digital files from a computer or other digital device to a printer, which then prints the image or text directly onto the substrate.

Unlike traditional printing methods, such as lithography and flexography, digital printing does not require the use of printing plates or other physical printing equipment. Instead, the printing process is controlled by a computer, which sends precise instructions to the printer on how to print each page or image.

Digital printing is widely used in the printing industry for a variety of applications, including boxes, gift cards, brochures, business cards, flyers, posters and books. It is especially well-suited for short-run printing jobs or custom printing projects, as it allows for greater flexibility and customization than traditional printing methods.

One of the key advantages of digital printing is its ability to produce high-quality prints with vibrant colours and sharp details. It is also capable of printing on a wide range of substrates, including paper, cardstock, certain plastics and metals. Another advantage is that digital printing is a more eco-friendly printing method, as it generates less set up waste, is easy to create a trial sample and does not require the use of chemicals or solvents – instead it uses toner. This toner sits ontop of the substrate and doesn't soak into it so the ink colours are easier to control. It uses the printing profile of CMYK – full colour instead of pantones.

Overall, digital printing is a versatile and efficient printing method that is well-suited for a variety of printing applications. Its ability to produce high-quality prints quickly and with greater flexibility and customization makes it a popular choice for many businesses and individuals, especially those looking at shorter run sizes.