



Frequently Asked Questions

What is Lithographic Printing?

Lithographic printing, also known as litho printing or offset lithography, is a popular printing process that uses a flat metal plate to transfer ink onto paper or other substrates. It is a form of indirect printing, where the image is first transferred onto a rubber blanket, which then transfers the image onto the paper or other substrate using a water transfer process.

In lithographic printing, the plate used for printing is typically made of a thin, flat sheet of metal, usually aluminum. Aluminium is a relatively low cost easy to recycle metal and has a good supply chain. The metal plate is coated with a light-sensitive material and exposed to light through a photographic negative of the image to be printed. The light-sensitive coating hardens where it is exposed to light, creating the raised areas that will hold ink, while the non-image areas remain receptive to water.

Once the plate is prepared, it is mounted onto a printing press. Most of our mills use Heidelberg machines which are highly regarded within our industry. The vegetable based Ink is applied to the raised image area of the plate, and the plate is pressed against a rubber blanket, which in turn transfers the ink to the paper or other substrate.

Lithographic printing is widely used in the printing industry for a variety of applications, including brochures, flyers, books, magazines, and packaging. It is especially well-suited for printing high-quality, detailed images with vibrant colours and sharp lines. It is also capable of printing on a wide range of substrates, including paper, cardstock, hard sheet plastics, and metals. We use this technique for many of our luxury gift bags and boxes.

Overall, lithographic printing is a highly versatile and precise printing method that produces high-quality prints with excellent colour accuracy and detail. It can accommodate pantone and CMYK full colour process designs. It is often used for large-scale printing jobs due to its efficiency and ability to produce consistent results at high volumes. It is also super for smaller to mid range runs of sheet fed substrates such as cardboard.