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## OFFSET PRINTING FACING ITS THREAT TO BE OBSOLETE

In printing industry specifically, we all know that offset printing is still extensively used when it comes to large quantities of printing. It is a printing technique where the inked image is transferred from a plate first to a rubber blanket, then to the printing surface.

There are many kinds of offset printing that can be used to obtain the best results, these are:

- the printing that dries quickly the ink
- the printing permitting to stamp on low absorption materials like metal and plastic
- the offset printing that doesn't use water to print so that colours will be more brilliant

When offset printing combine with the modern lithographic process, which is based on the repulsion of oil and water, the offset technique employs a flat image also known as planographic carrier on which the image to be printed obtains ink from ink rollers, while the non-printing area attracts a film of water, keeping the nonprinting areas ink-free. Offset printing has made today's printing easily and impressive, with only the coming out of digital technology as the only threat to its long reign.

Despite of the facts that digital printing is faster than offset printing because it can print directly from computer and it is possible to print documents, like catalogs and brochures, with variable data. However, the quality of digital and offset printing is the same. Offset printing is not indicated to print low runs because of the elevated costs; in this case is recommended the digital printing.

Yes many of us even I myself admit that digital printing has more advancement than offset printing. But we cannot deny the fact that offset printing has also its advantages, these includes;

- Consistent high image quality — sharper and cleaner than letterpress printing because the rubber blanket conforms to the texture of the printing surface
- Usability on a wide range of printing surfaces in addition to smooth paper (e.g., wood, cloth, metal, leather, rough paper)
- Quick and easy production of printing plates
- Longer plate life than on direct litho presses — because there is no direct contact between the plate and the printing surface.

With these benefits offset printing is by far one of the most leading forms of commercial printing due to its quality in respect of volume and paper costs.

Offset printing is still the most common kind of commercial printing that can perhaps satisfy you with its high quality print outs, which is truly significant especially for books with photographs or fine art. In addition, offset printing also offers the lowest cost per copy. Aside from press setup is a time-consuming and expensive process, offset is still economical for both large and small quantities of printing projects.

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