



## Why Digital Printing Works

Gone are the days of the “cast a large net” approach to direct marketing. Today’s campaigns need to be more targeted and individualized. As our blog mentions, consumers are bombarded more than ever with daily messaging. That means selling them a product or service needs to speak directly to them and make that connection. A flexible, effective way to do that is through digital printing.

When digital printing debuted, it was an ideal solution for certain mediums. It could handle short runs and add variable data, like customer names, to each piece nimbly without added setup and changeover time. But the quality still couldn’t compare to what offset could deliver, and digital didn’t have the stamina to deliver offset’s color consistency, especially on long runs.

Fast forward to today. Digital printing has come a long way in terms of the quality, capabilities and flexibility it offers. In fact, it’s a perfect fit for our fast-paced, technology-dependent marketplace. Digital allows marketers to create individualized pieces with variable messaging that connects to their target audience. It also enables marketers to combine their printed piece with digital components like QR Codes or Augmented Reality to reach audiences on a multi-channel level.

Time to share specifics and put a stop to some of the skepticism out there about digital printing. It works, and here’s why:

- **Looking good.** Sure offset still delivers superior color quality, but the flat tint quality and color range is actually greater on digital equipment. Ask yourself

if the color quality difference is necessary enough for the job at hand. If the precise quality and cost per piece justifies it, stick with offset. *But remember* you can always print the bulk of a job on offset then have variable data or individualized messaging printed on digital. This is a great way to print on-demand, and reduce waste and cost for your customer.

- **Short and long runs.** Yes, digital printing is ideal for quantities of 5,000 or fewer. But you can start long runs on digital and use its color-matching technology to switch to offset. Or like mentioned above, run the bulk of a job on offset first then switch to digital for versioning of customer contact information or special offers.
- **Easy operation.** The advancements in digital equipment are not just nimble in the end product; they’re simpler than ever to operate and equally reliable as offset presses. That means no need for rigorous prepress operator training—many digital systems deliver streamlined, user-friendly operations.
- **Cycle time stamina.** The cycle time for a machine refers to how many hours it’s designed to operate in a day. Many short-run jobs are a better fit for toner-based digital systems, but don’t rule out inkjet digital systems. Inkjet systems are just as effective for multiple short-run jobs because they often have a longer cycle time (and can have simpler maintenance requirements than toner-based equipment).





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- **Stock flexibility.** Digital printing has advanced to run seamlessly on a variety of stock weights, stock sizes, and on a broad range of materials from business cards to posters. Digital also offers many finishing capabilities such as precise die cutting, scoring and clear-coat varnish application.
- **Waste not; want all.** Need to reach 2,500 loyal customers with a special in-store offer, and 1,000 prospects with a different introductory offer in one run? No problem with digital printing. It's nimble enough to print on demand so that your customers can make every mailpiece count with precision messaging that delivers better results.
- **Plays well with others.** As discussed earlier, digital printing can work harmoniously with other printing techniques and finish environments to create pieces exactly when and how they're needed. This eliminates costly overruns or cumbersome printed inventories.

### Dabble First

Maybe you're a printer who's had much success with offset. It's an ideal fit for your customer base. But to expand and prosper in this ever-changing industry, you need to keep pace with customer needs. Some customers are going digital for their printing needs, yet you're not sure it's an equipment investment commitment you need to make yet. Western States Envelope & Label can help. Expand your offerings to customers with digital printing on our [digital equipment](#). It's a reliable way to test the digital waters and grow your business without the upfront financial burden of purchasing digital equipment.

### Digital Done Right

Maybe you're a printer who's had much success with digital offerings. It keeps pace with the changing needs of your customers, but you want to kick production quality up a notch. Western States Envelope & Label can help. Our dedicated [Digital Products Catalog](#) features 20 pages of envelopes, letterhead and labels that have been thoughtfully designed and rigorously tested to run flawlessly on toner-based and inkjet digital equipment.

Embrace it or shun it, digital printing is a viable, results-generating technique in today's printing, mailing and marketing industry. Put it to work for you and your customers, and watch your bottom lines blossom.