

Plant Tour!

Influence Graphics

11-05 44th Street

Long Island City, New York

917.597.1891 – Prof. Kubis

Wednesday, October 17th, 2018

Tour begins at 8:30am, tours ends by 10:30am.



Print Processes

Planographic:

Offset lithography, collotype and screenless printing.

Relief:

Letterpress and flexography.

Intaglio:

Gravure and steel-die engraving.

Porous:

Screen and stencil duplicator.

Letterpress (Relief Printing)

Standard for printing from 1440's to 1970's

Flexography (Relief Printing) – Developed around 1905 by C.A. Holweg of France.

Rotogravure (Intaglio Printing) – Developed in 1890 by Karel Klic in England.

Silk Screen (Stencil Printing) – Derived from the 1907 silk screen printing patent of Samuel Simon in England



**Arthur Sulzberger Jr.
Publisher of the New York Times:**

“Print will be around longer than the desktop computer”

What is print?

What is print?

Print according to the latest report from Ron Davis of the Printing Industries of America (PIA) is defined or combined into three segments based on the intended function of the printed piece, a very smart division of the industry.

What is print?

There are three segments or sub-verticals of print:

Inform or Communicate (↑ ↓)
Product Logistics (↑ ↓)
Marketing, Promotion and Sell (↑ ↓)

What is print?

There are three segments or sub-verticals of print:

Inform or Communicate (46%)

(essentially newspaper, magazines, books, financial business and greeting cards)



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What is print?

Inform or Communicate (46%)

Newspapers decline estimated at about 10% each year for the past 3 or 4 years. Magazines declined around 8% over the same time line and time frame.

Yet, glamour, fashion magazines, have seen some of their best profits and ad sales in the past 2 years.



Why?



What is print?

There are three segments or sub-verticals of print:

Product Logistics (15%)

(includes package printing, converters/labels and wrappers)



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What is print?

Product Logistics (15%)

(<http://www.dcvelocity.com/articles/20131029-10-global-trends-that-are-shaping-the-future-of-packaging/>)

10 global trends that are shaping the future of packaging:

- 3. *Demanding consumers.* Packaging will have to provide more details to consumers who use smartphones to obtain product information. Conductive inks will be used to print information that can be relayed via radio signal to a smartphone.
- 6) *Developments in neuroscience.* Neuroscientific insights into personal behavior will allow packaging to be targeted more precisely to consumers' needs.
- 8) *New retail models.* Because products ordered online vary in size and shape, Internet retailers will be challenged to find standard, common sizes for their packages.
- 10) *Innovative designs.* Packagers will develop special designs whose look and shape will provide a competitive advantage for their brands.

What is print?

There are three segments or sub-verticals of print:

Marketing, Promotion and Sell (40%)

(political needs, marketing/promotional including general commercial printing, quick printing, direct mail and signs/signage)



General Printing



Books Art catalogues Annual Reports Brochures Flyers
Business Cards Invoice Books Order Books Receipt
Books Docket Books Folders Calendars School Year
Books Labels Letterheads With Compliments slips
Newsletters Programs Magazines Packaging Posters
Postcards Promotional Displays Greeting Cards
Envelopes Menus Stationary

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What is print?

Marketing, Promotion and Sell (40%)
printinthemix.edu

Direct Mail Still Strongest Prompt for Donations

Print Catalogs Influence Holiday Shopping More than Social Media and Mobile

Inform or Communicate (46%)
(essentially newspaper, magazines, books, financial business and greeting cards)

Traditional Media Ads Best For Reaching, Influencing Affluent Buyers

What is print?

printinthemix.edu

KEY INFLUENCES ON ONLINE AND IN-STORE SHOPPERS

Paper catalogs and online ratings and reviews influenced both online and in-store purchases twice as frequently as social channels.

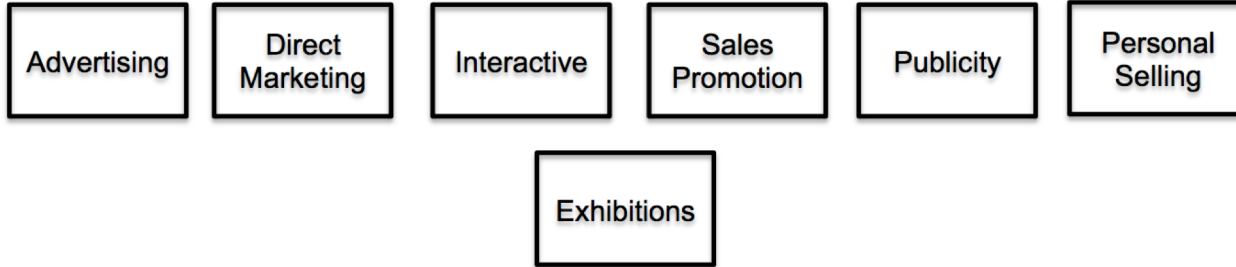


So I ask again, what is print?

Print is a evolving communication device/media, that is undergoing a change of it's brand and a re-positioning of it's use in the chain of communication.

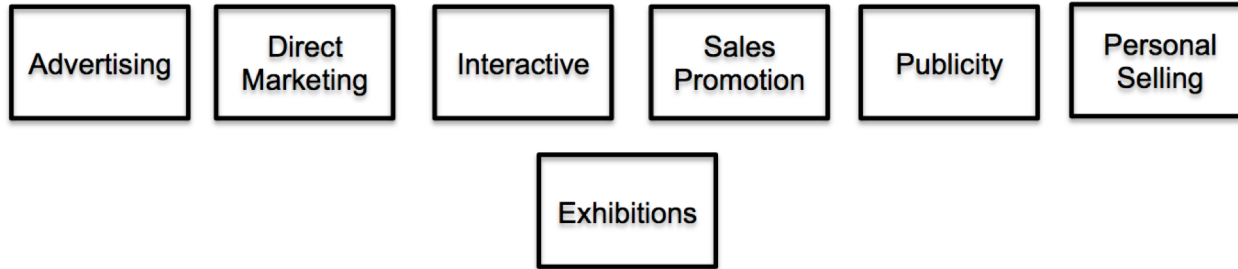
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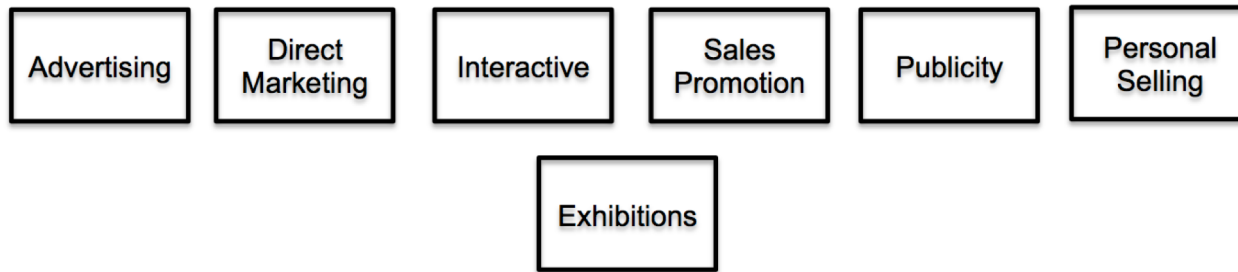


The same marketing drivers are used in nearly all worldwide markets as well:

Product, Price, Placement and Promotion

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The same marketing drivers are used in nearly all worldwide markets as well:

Product, Price, Placement and Promotion

Customer centric, customer driven!

So I ask again, what is print?

Stability, use, interaction, customer or prospect centric add to the use of print WHEN integrated with other media!

Changing Media Landscape:

Advertising:

Broadcast Online Mobile Print Out of Home

Direct Marketing:

Direct Mail Email Events POP/POS Education

Digital Marketing:

SEO/SEM Remarketing (retargeting)

Social Media Websites/Microsites/Landing Pages

Public Relations/Media Relations:

Analyst Relations Investor Relations

Conventional

- **Designer** (Concept)
 - **Copywriter** (Text)
 - **Illustrator** (Artwork)
 - **Photographer** (Pictures)
- **Copyfitter** (Spec type for design layout)
- **Typesetter** (Keystroking type)
- **Proofreader** (Checking original to typesetting)
- **Keyline / PasteUp Artist** (Page Layout)
- **Camera Operator** (linework film for type and art, halftone film for pictures)
- **Stripper** (Press sheet layout of film)
- **Plateburner** (Plate making)
- **Press Operator** (Ink on paper)
- **Bindery** (Finishing, folder, stitcher, cutter, etc.)

Digital

- **Designer** (Concept and layout)
 - Desktop Publishing**
 - Copywriter** (Text)
 - Photo scanning and touch-up
 - Illustration work
 - Page layout and typesetting
- **Production** (Fix problems with files and do press sheet layout, process files)
 - Preflight digital files and fix
 - Create digital press sheet layout
 - Process file through digital workflow
 - RIP (Raster Image Processor)
 - Queue output of plates
- **Press Operator** (Ink on paper)
- **Bindery** (Finishing, folder, stitcher, cutter, etc.)

Planographic:
Offset lithography, collotype and screenless printing.

Relief:
Letterpress and flexography.

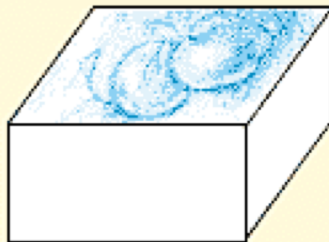
Intaglio:
Gravure and steel-die engraving.

Porous:
Screen and stencil duplicator.

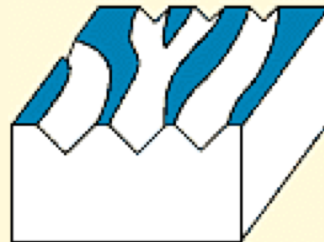
http://www.ted.photographer.org.uk/photoscience_printing.htm#Collotype%20Process

Planographic:
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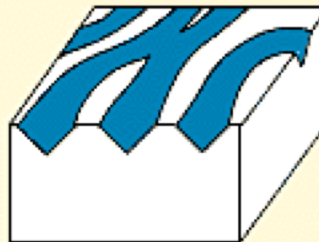
FOUR MAJOR TYPES OF PRINTING



Planography:
prints what is
drawn on the
surface



Relief:
prints what
is left of the
original surface



Intaglio:
prints what
is below the
surface



Stencil:
prints through
open areas in
screen

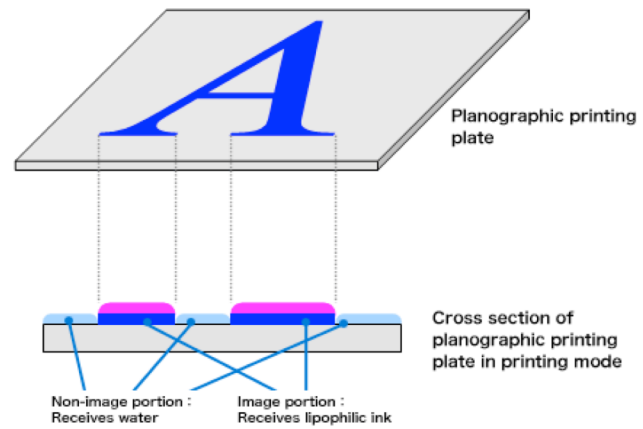
Planographic:
Offset lithography, collotype and screenless printing.

planographic printing - the process of printing from a surface on which the printing areas are not raised but are ink-receptive (as opposed to ink repellent).

collotype, collotype printing, photogelatin process - a photomechanical printing process that uses a glass plate with a gelatin surface that carries the image to be reproduced; can be used with one or more colors.

lithography - a method of planographic printing from a metal or stone surface.

Planographic: Offset lithography



Relief:
Letterpress and flexography.

Relief printing - printing from a plate with raised characters.

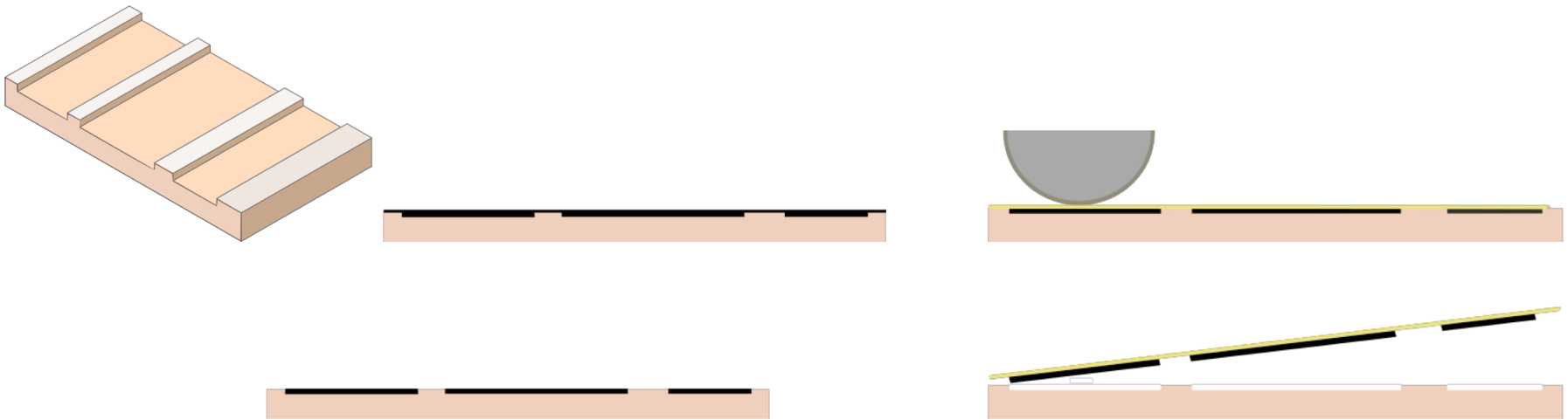


Flexography- A system of printing on a rotary press employing water-based ink, used especially for printing on plastic, paper, or cardboard.



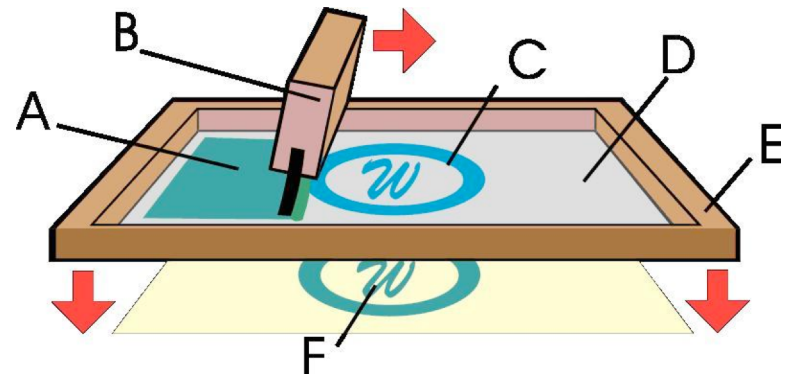
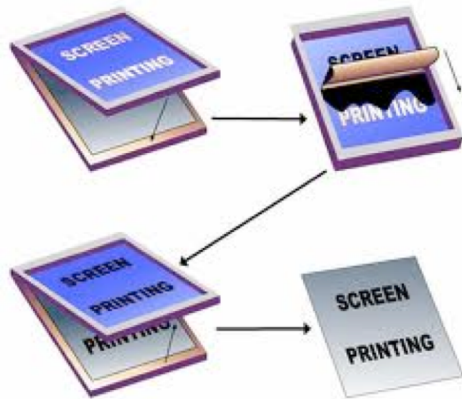
Intaglio:
Gravure and steel-die engraving.

Intaglio is a family of printmaking techniques in which the image is incised into a surface, known as the matrix or plate, and the incised line or area holds the ink. Normally, copper or zinc plates are used as a surface, and the incisions are created by etching, engraving, drypoint, aquatint or mezzotint.



Porous:

Screen and stencil duplicator - In stencil and screen printing, also known as porous printing, ink is brushed or squeezed through a stencil image on a fine screen onto paper or other surface such as metal, glass, or textile. The screen holds the image area, which may carry either pictorial or typographic material



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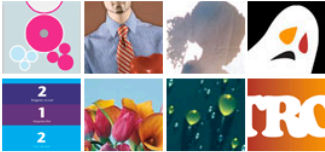
Sheetfed

http://edliveshere.com/example/print_it/14

Ed #11

Examples

Content



On presses


Doing the job right starts with the right equipment. So which is right for you? Rollover the presses to learn more.

More info:
[Press Types »](#)

SHARE

ORDER

SAVE



Ed #11 Print It

Sheetfed at work

SIZE
Up to 74" wide

SPEED
8,000–18,000 impressions per hour

UNITS
Up to 12

SCREENS
133–300+ lines per inch (lpi)

FINISHING
In line or off line folding and trimming; off line binding, coating, embossing, die cutting, stamping

ADVANTAGES
Higher resolutions, more paper and finishing options

☒ sheetfed
☐ web
☐ digital

Roll over the press to see it in action and learn its many functions.




Web

http://edliveshere.com/example/print_it/14

Ed #11

Examples

Content



On presses


Doing the job right starts with the right equipment. So which is right for you? **Roll over the presses to learn more.**

More info:
[Press Types »](#)

SHARE

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SAVE



Ed #11 Print It

Web at work

SIZE
Up to 88.6" wide

SPEED
Up to 100,000 impressions per hour

UNITS
Up to 8 (heatset)

SCREENS
100-200 lpi (heatset)

FINISHING
In line folding, glue binding, stitching and perforating; in some cases, addressing and converting

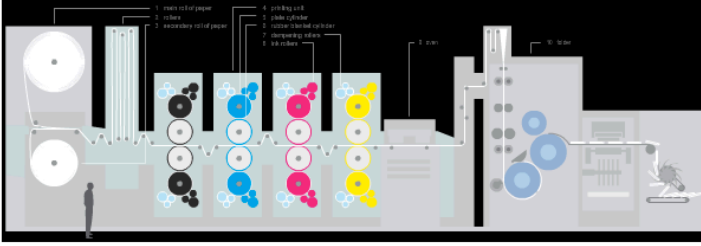
ADVANTAGES
Speed; accommodates lightweight papers

Roll over the press to see it in action and learn its many functions.

☐ sheetfed

☒ web

☐ digital



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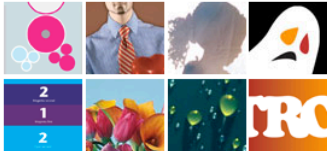
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Ed #11

Examples

Content



On presses


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More info:
[Press Types »](#)

SHARE

ORDER

SAVE



Ed #11 Print It

Digital at work

Although there are a number of different types of toner-based digital presses (see Ed #8), many share the same basic elements. Roll over the press to see it in action and learn its many functions.

SIZE
Up to 14.3" x 20.5" sheet size

SPEED
Varies widely: four-color up to 4,000 duplex (two-sided) sheets per hour; two-color, up to 8,000 duplex sheets per hour

UNITS
Up to 7

SCREENS
Up to 230 lpi/800 x 800 dpi

FINISHING
In line collating, stapling; various off line techniques

ADVANTAGES
Fast turnaround, short runs, variable data

☐ sheetfed

☐ web

☒ digital

