

# print media news

Volume 1. 2004

Industry Issues and News of Note from Kodak Polychrome Graphics' Print Media Team

## Reaching consumers with short run color solutions

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Digital technology is not only transforming the print production process, it's transforming the communications process. Electronic media and the Internet have changed the way communication strategies are developed and executed, and have made the relationship between media more dynamic than ever before. Effectively reaching consumers in the digital age—either to educate and inform or to promote and sell—requires targeted use of multiple media, as well as delivery mechanisms that give consumers the information they want, how they want it. Cost-effective, high-quality short run color printing solutions keep print a powerful and competitive member of the media arsenal. They answer some compelling needs in today's competitive and challenging business environment.



### Affordable short run color

Digital color printing technologies enable cost-effective production of high-impact, full-color print materials in quantities ranging from a few to a few thousand, depending on the choice of technology. This capability makes print a viable media option for more types of projects, and reduces inventory and distribution costs. > continued on page 2

# Variable Information Printing: What is it?

Variable Information (VI) printing introduces customized content within a press run. It is a unique capability of digital printing technologies and is proving to be an effective way of reaching consumers. According to CAP Ventures, it's been shown to increase response times by 33% and response rates by 36%.

There are many levels of VI printing. Versioned documents can be created by making a black plate change, producing the same document cost-effectively in multiple languages. Versioned documents can be printed on either DI presses or digital printers. More complex techniques link databases of customer information with a design template to create documents customized specifically for individual people. This level of personalization is available with digital printers or presses, but not DI presses.

Front-end data management requirements grow exponentially with the complexity of the personalization. If you're thinking about using variable information in a campaign, choose your service provider based on their data management expertise as well as their printing expertise. Each is equally critical in successfully employing variable information printing.

> **Short Run Color Solutions... continued from front cover**

## Customized content

Producing small quantities of highly targeted materials results in more effective print communications. Customization can take many forms, such as multiple versions of the same document in different languages, or a completely personalized document with a print run of one. Different digital printing technologies are capable of different levels of customization.

## Faster time to market

A "RIP-to-print" process that eliminates film and processing is dramatically compressed, allowing more time for content development and enabling

**David Harding, President and CEO of SPG Graphics, says "We are able to produce jobs 40% faster with the KPG DI solution." SPG Graphics is a high quality commercial printer located in Indianapolis, IN, that offers fast-turn projects in digital and conventional environments.**

projects that may not have been possible before. Freelance marketer and author/illustrator Donna Berger saw potential for the technology to solve business problems for her customers. "I do a significant amount of work for clients preparing for trade shows. These projects are inevitably last minute, and the client is usually looking for specialized, customized pieces in relatively small quantities. It's not unusual for a client to ask me to design, print and ship a project in less than a week." Berger has found Direct Imaging (DI) printing to fit the bill, delivering small quantities of high quality material, on time and at an affordable price.



Kodak Polychrome Graphics DirectPress

## DI Application Showcase

The following applications are particularly well-suited for DI printing. **Hybrid Documents** produced by preprinting full color shells on a DI press then adding variable information on-demand using a digital printer or digital press. Hybrid documents are a cost-effective way to combine the quality of offset with the power of personalization, and provide an effective way to fulfill web-based requests for information, sales literature or product information, for example.

**Packaging.** The ability to print on a wide variety of substrates with any color ink makes DI a cost-effective way to produce short runs of labels, tags, or packaging. For example, a simple black plate change can customize the run with a bar code of a different SKU.

**Postcards.** Offset printing withstands the rigors of the mailing process better than non-offset output, which can be subject to smearing.

# Choosing the right technology for the job

“Digital printing” is a broad term. There are two fundamentally different classes of technology: direct imaging (DI) presses and digital printers or presses. When it comes to applications, there is

considerable overlap—both are well-suited to short-run color projects on extremely tight schedules—but each has some unique capabilities. For example, digital printers and presses are capable

of complex variable data printing, but only DI presses can deliver the extremely high quality available with true offset printing.

	<b>Direct Imaging (DI) presses</b> KPG DirectPress DI Heidelberg Quickmaster DI, Ryobi DI	<b>Digital printers or digital presses</b> Xeikon, HP Indigo, NexPress 2100, Kodak Versamark, iGen 3, Xerox DocuTech, Canon CLC
<b>Imaging method</b>	Digital offset waterless printing. Plates are imaged on press, in register, with initial ink key settings in place.	Xerography Electrophotography Inkjet
<b>Maximum resolution</b>	2540 dpi. Some systems support 16-micron stochastic screening.	600 dpi
<b>Colorants</b>	Ink on paper. Can print CMYK or any other color ink, including PMS colors, metallics and fluorescents.	CMYK “dry ink”; toners, dyes, or pigments.
<b>Print stock</b>	Very flexible. Can use wide variety of paper stocks, flexible film, fabric, metallic paper, etc.	Device-specific. Limited to several weights of paper in most cases.
<b>Recommended run lengths</b>	350 - 20,000 copies	<500 copies
<b>Potential for customization</b>	Well-suited for projects that require basic customization or versioning.	Well-suited for projects that require complex variable information printing (1:1, personalized communications).

**The types of documents listed here are excellent candidates for short run color printing. Either technology may be appropriate, depending on print quantity, quality expectations, and degree of customization required.**



- Sales brochures, sell sheets
- Informational brochures
- Newsletters
- Promotional material
- Product catalogs
- Direct mail
- Invitations, announcements
- Calendars
- Internal signage
- Reports (research, sales, account status, forecasts, inventory, customer or vendor history)
- Full color client proposals, presentations or bids
- Forms (loan, legal, tax, application, time sheets)
- Receipts, statements, vouchers
- Directories (employee, customer)
- Manuals (operations, user, maintenance)
- Assembly instructions
- Installation guides
- Training materials
- Lists (parts, products, packing, membership)

*This newsletter was printed using stochastic screening techniques on the Kodak Polychrome Graphics DirectPress 5634 DI system, using SunChemical / DIC waterless inks.*

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The Kodak Polychrome Graphics Print Media Team works with print production and creative professionals to provide information and education about technologies and resources within the industry. Our goal is to help identify solutions that will optimize all stages of production, so that color and creative intent can be executed accurately and efficiently from concept to print. Visit our website for more information about KPG or to find out about Print Media's upcoming events. Contact us at [customerfirst@kpgraphics.com](mailto:customerfirst@kpgraphics.com) or (800) 293-4284 to tell us what topics you would like to see us address in future issues.

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