

Screen Printed Signs

Pros:

1. Capable of matching any color because ink is custom mixed for each job.
2. Inks have a higher opacity than digital
3. Lower cost for inks
4. Capable of printing reverse colors very well.
5. Lower cost for high volume jobs
6. Lays down thick, vibrant colors on reverse backgrounds.
7. Greater outdoor durability.

Cons:

1. Expensive set-up for short runs.
2. Each color is printed one at a time.
3. Maximum Print Size: 38" x 50".
4. Maximum dot size: 75 lpi



Digitally Printed Signs

Pros:

1. Prints all colors in a single pass
2. Perfect registration between colors
3. No traps or bleeds, uses butt registration
4. Capable of reproducing any graphic
5. Less pre-press preparation
6. Lower cost in low to medium quantity runs
7. Shorter lead times due to decrease in setup. File goes from the computer to the press, no screens.
8. High Resolution - 360x720 DPI (standard)
9. Maximum print size: 98" x ?

Cons:

1. PMS colors not exact.
2. Color not as vibrant.
3. Not cost effective for long runs.
4. Less ink deposit



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your Smartphone
to find out more.

