

TAG PRINTING INFORMATION SHEET

When ordering tags it is essential that we are sent good quality artwork if we are to produce a good quality tag! We can set line and type but are not a design studio so can not create logos or complicated designs. Poor quality pictures will not suddenly improve when we print them! If you are unsure about our exact artwork requirement please call the office.



DIGITAL PRINT.

Digital printing allows us to print small quantities of tags at a very economical price. Though it has some limitations. When we are preparing a quotation we will state if we propose to print digitally, but we may have to requote when artwork is supplied if we do not feel this print process is suitable.

Digital print is best in the following situations.

1. Where a small quantity is required.
2. If many colours are required.
3. When the artwork supplied does not allow colour separation.
4. On card and polyester tough tag only.
5. Where the artwork involves a mostly white background with coloured text and logos.

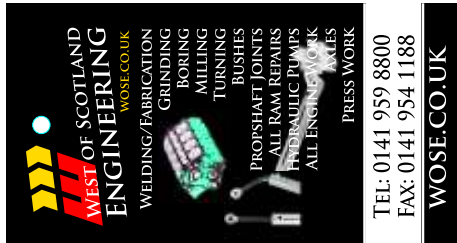
It is not economical or suitable.

1. On tyvek or Standard coloured tough tag.
2. Where deep solid colours are required.
3. If the print run exceed 3000 tags.
4. When the printed tags have a very tight registration front to back.

Suitable



Not suitable



Lithographic and Flexographic printing.

Where digital print is not suitable we use lithographic print for high quality multi colour work and flexographic printing for the traditional tags with paper washers. This allows us to choose the most cost effective print method depending on the style or quantity of tags you require.

