Digital printing as an alternative printing system for short run label production

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Abstract:
Flexography, Litho-offset, Screen and digital are the four basic printing systems used to apply graphics to paper and plastic based label, according to the field study of Egyptian market. The purpose of this paper is to identify the quality and cost drivers of selection of a particular process to print labels, as short run production. Flexography, litho-offset and screen are the three printing systems traditionally used to print labels. Digital printing system have been recently introduced to the industry in domestic market.

To achieve the objective of this paper, it was carried out through three main items. First item was achieved by comparing of technical specifications to select the suitable traditional system, where flexographic printing system was the most suitable system, which compared it with digital printing system according to estimated cost of producing a printed label to produce short run volume as second item. It was found that the cost of label printing was suitable by using flexography printing system for more than 30,000 units. On the hand, it could be considered that digital printing is very cost effective in high volume up to 30,000 units. Additionally, digital printing offers other benefits such as customized printing and variable data printing.

Last item of this paper was illustrated world latest trends of label production. As main result of this paper, Digital printing system was offering an economical solution and add value in the domestic labels market to produce low volume of products, as well as used traditional systems to achieve medium and long run of production.

Keywords
- Paper based label,
- Plastic based label,
- Litho-offset printing,
- Flexographic printing,
- Screen Printing,
- Ink Jet printing,
- Digital printing.

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