



Facts and Myths On Demand Print* saves dollars

As a mid-size firm that works with B to B clients in the mid-to-large firm arena, we offer traditional as well as on demand printing. On demand printing puts a professional touch on written documents that makes them stand out, saves dollars and is a very strong environmentally friendly method. Clients of professional printers may not choose it because of some popular misconceptions.

Myth: On demand printing uses the same processes as traditional printing.

Fact: On Demand Print uses digital technology that eliminates the mechanical steps to produce plates, and it significantly reduces the use of chemicals. By contrast, the most familiar form of printing requires the use of chemicals that are in the inks, in solvents that clean the rollers and in the process of creating a printing plate. These chemicals can be dangerous to the environment. From an environmentally friendly standpoint, on demand print is decidedly superior.

Myth: Both digital and traditional printing have similar waste and costs.

Fact: At Harwill Express Press, our on demand printing uses digital technology to place the image with electronic charges on small runs with little waste. Traditional printing involves a more complicated setup and is more suitable for longer runs. Traditional printing can result in an average 15 percent waste.

Myth: There is no difference in quality.

Fact: Mechanical equipment is not as accurate as digital devices, and the difference can show up in a print run. A press operator may not notice a small problem that can produce a defect. The balance between water and ink in a traditional press run can cause variations in either depth or intensity, problems that rarely occur in digital technology.

Myth: Time-tested techniques are better than contemporary methods.

Fact: On demand print creates a digital image from mathematical formulas and applies it directly to paper, making the process an environmentally friendly one. Offset printing got its start around 1875, long before the development of most of the inventions that modern society uses. The offset process refers to a plate that transfers an image to paper.



*Commercial-quality printing with turnaround time of a few hours (or less) for short print runs of less than one hundred to few hundred copies. ODP is based on advanced direct digital printing technology.

Myth: Printing costs are the same regardless of the process.

Fact: At Harwill Express Press, on demand printing allows clients to purchase small quantities that are current, accurate and freshly printed. The cost per unit may exceed that of a traditional piece, but the expense of loss or warehousing an inventory more than compensates for the difference. The option to limit the quantity saves money on materials that may never result in distribution.

By contrast, a traditional run requires making an initial cash outlay that on demand printing does not. Storing printed paper allows it to absorb moisture and subjects it to the potential for fire and flood. The constant change in business needs and contemporary society can quickly produce outdated materials that are unusable.