

Printing Procedures

All documents, forms or publications requiring the service of a printer, such as offset printing, web printing and digital printing, should be processed through the Office of Public Relations. Documents, forms or publications that only need copying in large quantities, can continue to be submitted to Miss Mary Miller in Secretarial Pool on the Main Campus.

The difference between a copier and offset presses

A **Copier** is used to create grayscale images or full-color images on the basis of scanning documents (digital copier) or utilizing particles of toner (analog copy machine) to create an image.

Offset printing is a widely used printing technique where the inked image is transferred (or "offset") from a plate to a rubber blanket, then to the printing surface. When used in combination with the lithographic process, which is based on the repulsion of oil and water, the offset technique employs a flat (planographic) image carrier on which the image to be printed obtains ink from ink rollers, while the non-printing area attracts a film of water, keeping the non-printing areas ink-free. **Offset litho printing on to a web** (reel) of paper is commonly used for printing of newspapers and magazines for high speed production.

With Offset printing, the more you print, the less you pay per page, because most of the price goes into the preparation undergone before the first sheet of paper is printing and ready for distribution. Any additional paper print will only cost the client paper price (and ink), which is very minimal.

Copiers, like most digital processes, utilize extreme temperatures to fuse the toner to the paper. This heat removes moisture, tending to make sheets fresh from the copier brittle. Natural humidity may restore some of the paper's original moisture eventually, so that if you leave the pile of copies out for a while, it will start to flatten. But it will never get back to looking the way it did in the beginning. By contrast, the offset presses that print single-color publications do not use any heat. The sheet that goes into the press is unchanged when it comes out.

To exemplify the difference in cost, here is an example:

Offset Presses: 2500 units (some offset presses will only allow certain quantities, such as 1000, 2500, 5000, etc.) – Cost: \$400

Copier: 1500 units – Cost: \$700

As one can see, not only is there a major price difference, but you can get more units and the paper stock is much better (offset offers 100lb Gloss Book vs. copy paper).

The only drawbacks in this situation are time and quantity limits. Offset presses can take anywhere from 3-7 days to process, while copy work can typically be done the same day, and as stated above, a lot of offset press printers will only allow certain tiers in ordered quantities.