


## In-depth study with Protop Digital Printing vs Offset Printing



With maturing demand in paperless operation, the listed companies can handle physical printing or electronic processing of document requests in a more flexible way, thereby contributing more to the environment. Hence, digital printing in annual report preparation would become a new trend.

The following table demonstrates the major differences between digital printing and traditional offset printing:

Features	Digital printing	Offset printing
 <b>Process</b>	With application of inkjet or laser printing technology, the digital files are directly transferred to the base materials	Ink is transferred to rubberized fabric through metal plate, and then to the base materials of printing
 <b>Cost effectiveness</b>	More cost-effective in case of small-to-medium quantity of printed materials, because of no platemaking or set-up costs	More cost-effective in case of bulk-print, because such set-up costs can be spread over a larger quantity of printed materials
 <b>Delivery period</b>	Shorter	Longer
 <b>Quality of printed materials</b>	High quality, can accurately match the corresponding color	High quality, can accurately match the corresponding color, with a wider range of selection in paper and post-printing effects
 <b>Pantone color matching</b>	Accurate	Precise
 <b>Environmental Impact</b>	Smaller, not required for plate making or complicated set-up, accurate usage on ink	Larger, because plate making is required and colors in printing machines must be adjusted, which would lead to larger consumption
 <b>FSC certification</b>	Available	

In short, selection on either digital printing or offset printing would depend on the print run, cost budget, delivery period and quality preference on printed materials. In case of small print run and rapid delivery, digital printing would be a better choice; while offset printing would be more suitable in bulk-print with requirement on strict color control.

**For details on technical arrangement of annual report printing, you are welcomed to contact our sales managers.**



### 普盛 ProTop

Founded by a group of industry's veterans, ProTop has over 20 years' experiences in handling various types of financial documents and provides diversifying financial document printing and logistics management services. We have production centers in both Hong Kong and Shenzhen.

With professional and quality services, we enjoy good reputation in the market.

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