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Digital Label And Package Printing: Terminology, Technology, Materials, Management And Performance



Synopsis

Digital Label and Package Printing incorporates much of the combined knowledge of many of the world's leading experts to provide a comprehensive guide to understanding how these technologies work - whether electrophotographic liquid and dry toner or inkjet. It also explains the enhanced requirements that digital printing brings to color management, origination and pre-press, workflow, demands on substrates, digital analog and laser finishing, and how converters should look to manage and market the digital printing operation. Chapters include: Digital label and package printing - evolution and trends Digital printing - technology, imaging and terminology Digital drop on demand color label presses Digital package printing - new solutions and opportunities Pre-press strategies for profitable digital printing Substrate selection and print quality Digital print finishing - options and opportunities The potential of laser die-cutting and finishing Managing the digital process in label and package printing plants Markets and applications for digital printing

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Customer Reviews

good for study

Excellent overview of digital label and package printing - current information in 2014. Perfect reference material, but does not go into so much technical detail as to bog down the user. Be sure to buy the hard copy from and get a low-cost Kindle version along with it.

I received the book few days ago. So, I'm still in the beginning of it.

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