Your guide to choosing the right print process
WHICH PRINT PROCESS DO YOU NEED?

Choosing the right print process for your packaging brand can be complicated.

To help you determine what is right for your business, we have created this guide to provide insight and clarity to how each of the key processes print and ultimately affect your brand.

HOW TO USE:

The following slides show the same brand image printed across each of our four print processes, so that you can easily compare the differences in print quality. Each of the pages also contains a summary of the important features of the print process.

For further information and guidance on making the right choice please contact your VISY representative.

Just click on a print process to get started...
CONVENTIONAL flexographic printing directly onto sheets of UNCOATED CORRUGATED BOARD.

KEY FEATURES
- Lower-Res and solid colour imagery
- Low-high volume runs
- 4 colours
- 3 week lead time

RESOLUTION
- 30 lines per inch (LPI)
- Low resolution
- Limited tones and gradients
- Best suited to solid colours

RUN SIZE
- 500+ per order

COLOURS & INKS
- Spot colours only
- Up to 4 colours
- Water-based inks

MAX IMAGE AREA
- 2040 x 1200 mm*
  (*varies from site to site)

SUBSTRATES
- Sheeted corrugated board
- Uncoated only

CONVERTING
- Rotary or flatbed die-cutting

LEAD TIME
- Approx 3 weeks
  (from artwork approval)

QUAL PRINT

COST

SETUP COST
- $$$

PRINT COST
- $$$

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HIGH QUALITY flexographic printing directly onto sheets of COATED and UNCOATED CORRUGATED BOARD.

**RESOLUTION**
85 lines per inch (LPI)
Medium resolution
Best suited to solid colours

**RUN SIZE**
1000+ per order

**COLOURS & INKS**
5 colours + varnish
Water-based inks
Gloss and machine varnish

**MAX IMAGE AREA**
1520 x 2800 mm*
(*varies from site to site)

**SUBSTRATES**
Sheeted corrugated board
Coated and uncoated

**CONVERTING**
Rotary or flatbed die-cutting

**LEAD TIME**
Approx 4 weeks
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QUALITY PRINT COST
SETUP COST $ $ $ $ 
PRINT COST $ $ $ $ 

Above image is a digital simulation only and will differ from actual printed packaging. Contact your Visy representative for our physical PRINT-ED sample folder for a more accurate print representation.
HIGH QUALITY flexographic printing onto COATED REELED PAPER, then laminated to corrugated board.

**KEY FEATURES**
- Medium to high res imagery (85-100 lpi)
- High volume runs
- 8 colours + varnish
- Paper reel = extended image area
- 6 week lead time

**RESOLUTION**
- 85-100 lines per inch (LPI)
- Medium to high resolution
- Photo-realistic imagery

**RUN SIZE**
- 15000+ per month

**COLOURS & INKS**
- CMYK and spot colours
- Up to 8 colours + varnish
- Water and soy-based inks
- Gloss and matt varnish

**MAX IMAGE AREA**
- 2740mm x (continuous paper reel)

**SUBSTRATES**
- Reeled paper stocks
- both coated and uncoated

**CONVERTING**
- Rotary and flatbed die-cutting

**LEAD TIME**
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Superior lithographic printing to COATED, SHEETED PAPER, then laminated to corrugated board. OR printed directly to solid fibre board.

**KEY FEATURES**
- High-Res imagery (150lpi)
- 7 colours + varnish
- Low–high volumes
- Superior range of inks/varnish
- Print direct to paper or fibre board
- 4 week lead time

**RESOLUTION**
- 150 lines per inch (LPI)
- High resolution
- Photo-realistic imagery

**RUN SIZE**
- 500+ per order

**COLOURS & INKS**
- CMYK, spot and special colours
- Up to 7 colours + varnish
- Conventional and UV inks
- Gloss, matt, satin & reaction varnish

**MAX IMAGE AREA**
- 1160 x 1580 mm*
  (Varies from site to site)

**SUBSTRATES**
- Sheeted papers and boards both coated and uncoated

**CONVERTING**
- High accuracy flatbed die-cutting

**LEAD TIME**
- Approx 4 weeks
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