

# Which Printing Method Is The **Right Choice** For You?

## Variable Color Inkjet

- High speed variable color
- High volume campaigns and communications
- Light to moderate coverage
- Full personalization
- Faster turnarounds on high volume
- Lower color costs
- Unlimited Versions



**For high volume mailings with unlimited color personalization.**

Invoices, Statements, Variable Booklets, EOBs, Letters, Notices, Direct Mail, Solicitations

## Full Color Digital

- High quality images on high-end low volume projects
- Ideal for lower quantities
- Full personalization
- Short turnaround
- Unlimited versions



**For lower quantity short turn around projects.**

Brochures, Flyers, Postcards, Direct Mail, Invitations, Solicitations, Appeals

## Traditional Offset

- High quality output
- Special coatings and finishes
- Ideal for medium and high quantities of static output
- Larger Sizes
- Longer turnaround
- Limited versions
- Personalization is only available with a second step (limited to monochrome)



**For medium and high quantities with highest quality color requirements.**

Brochures, Folders, Flyers, Annual Reports, Posters

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## Side-By-Side Comparison

Capability	Commercial Inkjet	Full Color Digital	Traditional Offset
Maximum Size	20" x 108"	20"width x 108" length	28" width x 40" length
Paper Weight	40# text to 80# cover	40# - 18pt.	50# - 24pt.
Quantity	Medium to High	Low to Medium	Medium to High
Quality	High	High	Very High
Versions	Unlimited	Unlimited	Limited
Ink Coverage	Low to Medium	Low to High	Low to High
Personalization	Full Color	Full Color	None (Requires Second Step)
Schedule	Shorter	Shorter	Longer



860 Honeyspot Road  
Stratford, CT 06615  
Main: 800-414-1624  
Email: [Info@premieruplink.com](mailto:Info@premieruplink.com)  
[www.premieruplink.com](http://www.premieruplink.com)

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