

## WHY DIGITAL?

The evolution of digital printing has made fundamental changes to the printing process.

Digital printing eliminates many stages that are time, energy and resource consuming, and are accompanied by liquid and solid waste – some of which require specialist treatment for disposal.

Digital printing enables “just in time” delivery with stockless supply lines. The environmental impact of this has been enormous, it simply creates less waste. Fewer chemicals are used in the process and there is little paper waste – 90% of our waste card and paper is sent for re-cycling. We can print the exact number of cards needed without any pre-press or make-ready waste. For short runs this is both cost effective and hugely efficient.

One of the main reasons commercial printers give for not going digital is the misconception that compared with litho the quality produced is not as good. As you can see from the sample you are holding, the quality produced by digital is a match with litho – if not better.

With a wide variety of substrates available through paper suppliers such as GF Smith we are able to expand the card choices and print possibilities to our customers.

Digital printing allows you to print what you want when you want it, in quantities that suit you and your business.

So the question should be...

## WHY NOT DIGITAL?



The Imaging Centre Ltd  
Unit 6 Hawkwell Business Centre,  
Maidstone Road, Pembury,  
Tunbridge Wells, Kent TN2 4AG  
t: 01892 825083 e: info@theimagingcentre.co.uk  
w: www.theimagingcentre.co.uk



## A COST EFFECTIVE SOLUTION TO THE PRINTING OF YOUR GREETINGS CARDS

At a time like this the last thing you need is for your cash to be tied up in stock, so why not start to enjoy the benefits of digital printing from The Imaging Centre.

Our complete, tailored digital printing, finishing and packing service means we can supply competitively priced, beautifully printed greetings cards quickly and in quantities that suit you and your business needs.

That makes more sense for your stock control, it makes more sense for your planning, and it makes more sense for your cash flow.

*In the long run a short run makes more sense!*

**AND NOW THE IMAGING CENTRE HAS FSC ACCREDITATION WHICH MAKES MORE SENSE FOR THE ENVIRONMENT**

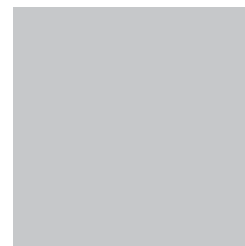
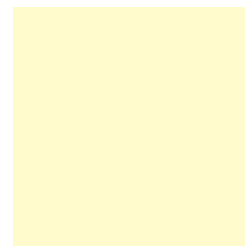
For more information and details of your free trial call Bob Short on 01892 825083.



So if you ever thought that digital printing could not reproduce subtle tones like this...



Or Solids  
and  
tints  
like these?



Then  
think  
again!