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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 [Amazon](#) 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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