



FOR A BETTER WORLD

PRINT-ED



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...

POST PRINT FLE XO

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

QUAL ★★★★★
SETUP COST \$ \$ \$ \$ \$
PRINT COST \$ \$ \$ \$ \$

HI-QUALITY FLE XO

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

KEY FEATURES
 Medium-Res imagery (85lpi)
 5 colours + varnish
 Low-medium volume runs
 4 week lead time

QUAL ★★★★★
SETUP COST \$ \$ \$ \$ \$
PRINT COST \$ \$ \$ \$ \$

PREMIUM PRE PRINT

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

QUAL ★★★★★
SETUP COST \$ \$ \$ \$ \$
PRINT COST \$ \$ \$ \$ \$

SUPERIOR LITHO

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

KEY FEATURE
 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

QUAL ★★★★★
SETUP COST \$ \$ \$ \$ \$
PRINT COST \$ \$ \$ \$ \$

POST PRINT

FLEXO

CONVENTIONAL flexographic printing directly onto sheets of UNCOATED CORRUGATED BOARD.

KEY FEATURES

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Low-high volume runs
4 colours
3 week lead time

QUAL ★★★★★

SETUP COST \$\$\$\$\$

PRINT COST \$\$\$\$\$

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)



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printing directly onto sheets of
COATED and UNCOATED
CORRUGATED BOARD.

KEY FEATURES

Medium-Res imagery
(85lpi)
5 colours + varnish
Low-medium volume runs
4 week lead time

QUAL ★★★★★

SETUP COST \$ \$ \$ \$ \$

PRINT COST \$ \$ \$ \$ \$

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

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imagery (85-100 lpi)
High volume runs
8 colours + varnish
Paper reel = extended
image area
6 week lead time

QUAL ★★★★★

**SETUP
COST** \$ \$ \$ \$ \$

**PRINT
COST** \$ \$ \$ \$ \$

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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**Natural
READY
MEALS**

NO ARTIFICIAL
FLAVOURS
OR COLOURS

(PRESERVATIVE
FREE)

CONTAINS
10x 600g
SINGLE
SERVE MEALS
GROSS WEIGHT 6KG

*Creamy Risotto
with
Wild Mushroom*

100% MAGNIFICATION
THIS BARCODE IS A POSITIONAL ONLY
IT NEEDS TO BE REGENERATED

9 328731 001549

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Low-high volumes
Superior range of inks/varnish
Print direct to paper
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4 week lead time

QUAL ★★★★★

SETUP COST \$ \$ \$ \$ \$

PRINT COST \$ \$ \$ \$ \$

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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Creamy Risotto with Wild Mushroom



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