



**UNIT 1004 - PRINTING PROCESSES -
DIGITAL - (1 DAY)**
(may include visit to printer)

Target Audience:

Individuals who are new to the printing and paper industries, including paper merchants, print buyers, specifiers, marketeers, paper agents and designers.

On completion of this Unit delegates will be able to:

1. Explain the impact of alternative/electronic media on the print and paper industry.
2. Describe the part the print and paper industry can play in contributing to successful cross media campaigns.
3. Explain the basic principles, advantages and disadvantages of the digital printing processes, including dry toner, inkjet and electronic printing.
4. Describe how digital printing can be used for drop on demand and variable data usage.
5. Identify the different paper requirements needed to print by dry-toner thermal transfer (Xeikon type press) and ink jet (Indigo type press) processes.