



Module 14 Printing Processes - Digital

Dates: 17 February 2010
24 June 2010
23 November 2010

Location: The Link Room
Antalis Ltd
Gateway House
Interlink Way West
Coalville, Leicestershire LE67 1LE

Trainer: Neil Gordon

Suitable for:

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

Learning outcomes:

On completion of this unit, delegates will be able to:

- Explain the impact of alternative/electronic media on the print and paper industry.
- Describe the part the print and paper industry can play in contributing to successful cross media campaigns.
- Explain the basic principles, advantages and disadvantages of the digital printing processes, including dry toner, inkjet and electronic printing.
- Describe how digital printing can be used for drop on demand and variable data usage.
- Explain how Web2print can be used to the benefit of printers and their clients.
- Identify the different paper requirements needed to print by dry-toner thermal transfer (Xeikon type press) and inkjet (Indigo type press) processes.