

MAKING OUR OWN
SNOW AT ULITHO.

UrnPrint

Issue #008

Partners. Expertise. Teamwork. Solutions.



WHAT'S THE DIFFERENCE? Digital Opaque White Ink vs. Offset Opaque White Ink

In this issue of U In Print, we are showcasing Opaque White Ink on our Kodak Nexfinity digital printing press. Laying down an Opaque White Ink on darker colored paper is one of our favorite ways to use the Kodak Nexfinity. Because it really makes an image stand out.

This method differs from using an offset press and traditional Opaque White Ink. When using the offset press, you will need multiple passes on press for the white ink to be opaque enough to show up well. On the digital press the ink coverage is more saturated and shows up much better with only one pass on press.

For a comparison, we've printed a single base layer of Opaque White Ink using the offset press on the side you are reading now. We then digitally imprinted 4 color process over the top. The outside of this sheet was printed entirely on the Kodak Nexpress showing off the capability of the digital press using the Opaque White ink.

If you like what we've done here, please contact your ULitho Account Executive for more information.

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From all your friends at ULitho, we wish you and your families a Happy New Year! As we reflected on 2023, we were grateful to see past projects come alive again and new ones take shape. Now as we enter into a new year, we are excited to partner with you to help your business grow in 2024.

In this issue of *U In Print*, we are highlighting our Kodak Nexfinity's White Opaque Ink which is a great technique you can use to enhance your next digitally printed creative piece. We recommend using White Opaque Ink on a darker color paper in order to make your images pop, capturing the eyes of your audience. So if you're looking for an innovative approach to make your marketing campaigns pop, contact us and we'll show you how it can work for you.

We wish you a happy and prosperous 2024!

-Your friends at University Lithographers

PRODUCTION NOTE!

This edition of U In Print was printed on 80# Classic Crest Cover, Cadet Gray. The inside panels were first printed with an offset press Opaque White Ink. We then overprinted 4 color process on the Kodak Nexfinity press. The outside is printed entirely on the Kodak Nexfinity press using Opaque White Ink plus 4 color process. This shows the difference in coverage using the Opaque White ink with each method of printing.

It's All About Our People!

ULitho's Team is made of **31 dedicated members** all working together to get your projects completed on time and looking fantastic! During our busy months this count grows to accommodate the additional workload. We are proud to have **14 team members that have been at ULitho for over 10 years.**

- 13** ULitho'ites have been with us from 1-5 years. We love our newer members!
- 7** of us have been here for up to 20 years.
- 8** will be celebrating an anniversary up to 30 years.
- 2** are over 30 years.

Congrats to our "long timer", **Tim Trinka**, for dedicating **43 years of service** with us this year.

These hills utilize the Opaque White Ink from our digital press, while the background has been printed offset.

DID YOU KNOW?

Even in the internet marketing age we are living in, print advertising is still an effective way of getting your message out.

One study showed that **73%** of consumers prefer receiving a print advertisement over a digitally emailed advertisement.

With the internet being bombarded with scams and fake advertising, consumers are unsure if they should trust a digital ad.



Based on a recent study, print advertising receives an average response rate of **9%** which is higher than email, paid search, social media and online display ads combined.

Something to think about when creating your next campaign.



Scan QR code for more data on the advantages of print marketing.