



# Flexo vs Digital Printing

Flexo v Digital is always a hot topic, and when asked I always say “it depends on what your needs are” Let me explain, in a nut shell if you have a short run (less than 1000) we will 95% of the time we will run this Digital. If you have a large run of one kind of label we would run this Flexo, we would do this for the following reason;

## Flexo

It is more cost effective to produce labels this way.  
Wide spectrum of Pantone colours  
UV inks for outdoor use

## Digital

For lots of variants over a mid range run (6 types over 10,000)  
Small runs  
Variable data (barcodes)

## Quality

The quality of the two is pretty much the same, it mainly depends on your artwork and how you supplied it to how the finished product will look. We would always ask for the artwork to be supplied in Illustrator and with all fonts supplied and created to outlines.

## Why It Matters

Without understanding which printing solution is best for their needs, companies run the risk of wasting time and money on labels, we will choose the most cost effective process (we do have 30 years of labelling experience)

