Industrial Processing

**Flexography**

Flexography is similar to the letter press process but instead of using flat printing plates it uses flexible rubber or plastic for cylinders. The cylinders rotate to print onto paper, car, or plastic or metal. This process is used for packaging cartons or point of scale material and is often used for long runs at low cost.

**Lithography**

The best off set litho machines will print in 'full colour' on both sides of the paper at the same time. To do this they rely on four colour process using yellow, cyan (a shade of blue), magenta (a shade of red), and black, known as the CMYK process. Filters are responsible for the colour separation and a screen converts the separate colours into the individual dots which eventually form the final image.

**Offset lithography**

The process has a printing plate with the image in relief which is free to rotate which is dampened. This repels the ink of any non-image areas. The printing plate then transfers an inker image onto rubber. Small machines often use disposable paper printing plates to print letterheads, business cards and leaflets in one or two print runs of up to 5000 copies.

*For my product I would use offset lithography.*