

Business Connection

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Business Spotlight



What is the difference between Offset and Digital Printing?

Offset printing technology uses plates, usually made from aluminum, which are used to transfer an image onto a rubber "blanket", and then rolling that image onto a sheet of paper. It's called offset because the ink is not transferred directly onto the paper. Colors are layered to form one image. Offset is used for longer runs of 2,000 quantities or more.

Digital printing does not use plates the way offset does, but instead uses options such as toner (like in laser printers) or larger printers that do use liquid ink. With digital printing all colors are printed simultaneously. Digital printing is used to produce projects with small quantities or projects with variable data.

Who is Chromagraphics? Ronald Meuser founded Chromagraphics in 1984. He saw the need for large offset press capabilities within the Tri-Valley area. Over the past decade the business has evolved with the addition of digital printing capabilities. We continue to offer customers the best in service and quality. Chromagraphics is a family owned and operated business located in Pleasanton. Spouse, Brenda Sylva Meuser is the operations/sales manager.

Chromagraphics serves many different markets and has the capabilities to produce a broad array of commercial print products. We have become much more than just a printing company; Chromagraphics is your one source for everything from creative services, offset printing, digital printing, fulfillment and integrated business solutions.

What sets Chromagraphics apart? Our staff is knowledgeable, responsive, and fully engaged in our clients' communication needs. We take an integrated approach with the development of your concept and design. Slight adjustments in design can result in a substantial reduction in production costs. We will work closely with you on your project to determine the best plan of action, which will yield you the best pricing. Unlike other facilities we have no minimums. When you need digital printing for 50 flyers, 75 brochures or 100/ 8-page catalogs that's not a problem for Chromagraphics. Give us a call we're happy to help!



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