



Color Printing's great Advantage

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The unsurpassed quality of the finest printed color reproductions is due largely to the properties of the substrate and inks that constitute the printed product. What sets print apart from television, computer displays and photography is choice: a vast array of substrates and an unrestricted number of inks. This cornucopia provides print's creative workers with the elements they need to move far beyond the mere image processing capabilities of other media.

A printed product engages us on many levels other than just the visual one. The tactile sensation is easily the next most important after the visual. The texture and smoothness variations that impart appealing tactile qualities to printed products are also well known by professional photographers. Customers are usually offered such choices of photograph surfaces as: glossy, pebble, silk, or matte finishes. These surface variations also influence optical properties: the interaction between the illumination, the image and the surface allows us to adjust our individual perceptions by holding the printed product or photograph at the desired angle and distance.

The odor of the printed product and even the sound of pages being turned provide still further aspects of physical involvement that helps form and strengthen emotional attachments to print's message. The cultural attachment to print is not merely one of habit; rather, it is grounded in a recognition that the printed image provides a "truth" or reality that eludes the transitory nature of electronic images. Beatrice Warde's phrase from her famous broadsheet.

This is a Printing office

"...BUT FIXED IN TIME HAVING BEEN VERIFIED IN PROOF ..." is as true today as when she wrote it in 1932.