



SOLUTIONS

DIGITAL PRINTING

Embassy Graphics is a leader in providing affordable offset-quality digital printing. With the latest generation of digital printing technologies coupled with our expertise in color and prepress, we deliver revolutionary digital solutions to a range of printing challenges.

The flexibility afforded by digital printing compliments offset printing by filling voids and creating new marketing opportunities. For example, where deadlines are too tight to produce a complete print run using offset printing, digital printing can provide an economically-priced short run to fill immediate needs while offset printing can provide the balance at a later date.

SERVICES

- On-Demand Printing
- Personalized Printing
- Short-Run Printing

FEATURES, ADVANTAGES AND BENEFITS

■ Offset Printing and Press Proof Quality

Our exclusive combination of experience and technology translates into digital printing quality that is virtually indistinguishable from traditional offset printing. In fact, since digital technology is more controllable, predictable and repeatable than traditional printing methods, we regularly generate contract-style digital press proofs for our prepress department.

■ Prototyping and Test Marketing

Our digital technology allows us to produce one-off prototypes or short-run quantities of up to 500 quickly and economically. That means you no longer have to order a minimum 1,000 copies to make printing affordable. This superior flexibility allows you to prototype or test-market concepts before investing in mass distribution.

■ Targeted 1-2-1 Marketing

Using digital technology, every element in a printed piece can be customized and directed to each specific recipient. This unique personalization capability includes text messages, graphics and images. Client experience and extensive research proves that having the power to target customers in this customized manner results in much higher response rates than traditional mass marketing approaches.

