

## Printer Machines for High Quality Postcards

Promoting your company's products and services by using postcards as the medium is a very cost effective way to reach your potential customer base. Postcards offer two of the biggest advantages such as cost and convenience.

But the essence of any promotional campaign is the reach and the penetration level to the targeted segment of the market. The quality of the printed postcards plays a very important role in that. It is needless to mention that quality output depends on the quality inputs and the processing of the inputs. Thus, postcard-printing machine is one of the key factors, which determine quality of the postcard and the success of the campaign as well. You may have selected the best of designs and paper on which the design is going to get printed, but if the printing machine is not capable of printing high-resolution graphics then the end result may lead to disappointment.

Earlier, postcards used to get printed only in offset presses, but advancement of printing technology and introduction of digital presses have changed the scenario. Digital presses offer more flexibilities and options without sacrificing on quality. You can choose from the wide range of design template as per your choice and merge your mailing list with the design to be printed in the final postcards.

There are many features offered by digital printer manufacturers for their digital presses. High-quality prints are always produced on machines from global leaders like Kodak, hp and Canon. Their sophisticated systems incorporate paper transfer and printing technology. All of these operations are handled through a control panel electronically.

Different stocks of Gloss, Matte, and Pearl finish and of varied thickness (GSM) can be used for printing. All machines are capable of printing up to A3-sized papers. The printing speed is usually around 4000 sheets of A4 sized paper per hour for four different colors (CMYK) printing and 16000 copies of A4 sheets for black and white printing.

The postcard design can be directly downloaded from the Internet and can be viewed in the monitor of the control panel. It is possible to queue up jobs one after another based on priority.

Many postcards printing machines offer the option of both side printing at one go that delivers the finished postcards at a lesser turn around time. Variable data printing is the most powerful feature of these printing machines. These digital presses can make each and every postcard customized and unique. That is why digital printing is gaining growing acceptance in postcards printing segment.

Cutting and trimming the postcard is the final step in giving the postcard a particular shape after it has been printed. If you would like to add some additional affects then it may go to the other departments like embossing, UV varnishing and leafing. Although digital printing is a preference for most when utilizing the variable data printing method offset printing is still a favourite for long run jobs.

### About the Author

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