

COMPARATIVE ASPECTS REGARDING THE TECHNICAL CHARACTERISTICS AND THE QUALITY CHARACTERISTICS OF THE PRINTS SPECIFIC OFFSET AND DIGITAL PRINTING METHODS

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Rezumat. *Lucrarea de față prezintă o analiză comparativă a două metode de tipar și anume: tiparul offset și tiparul digital. Mai exact, analiza presupune identificarea soluțiilor constructive ale mașinilor de tipar, determinarea fazelor tehnologice implicate în tipărirea acelueași tip de produs – revistă, durata de timp necesară realizării acestora precum și aspecte privind calitatea printului (densitatea optică, punctele de raster, culorile). Studiul a fost realizat pe mașina de tipar offset MAN Roland 704 și mașina de tipar digital Ricoh Pro C9210. Această lucrare evidențiază aspecte tehnologice care vor pune în lumină cea mai optimă metodă pentru tipărirea produselor tipografice în cel mai scurt timp și de cea mai bună calitate.*

Abstract. *The present paper presents a comparative analysis of two printing methods, namely: offset printing and digital printing. Specifically, the analysis involves identifying the constructive solutions of the printing machines, determining the technological phases involved in printing the same type of product - magazine, the length of time needed to make them as well as aspects regarding the quality of the print (optical density, dots gain, colors). The study was carried out on the MAN Roland 704 offset printing machine and the Ricoh Pro C9210 digital printing machine. This paper highlights technological aspects that will bring to light the best method for printing typographic products in the shortest time and of the highest quality.*

Keywords: Technological steps, manufacturing time, dot gain, optical density.

1. Introduction

Currently, we are witnessing the widespread and rapid deployment of digital technologies in the typographic field and especially in the typographies, which were not long ago the faithful of offset printing. On the one hand, this phenomenon is argued by the performance of the equipment, the diversity of the finishing and binding processes (which can also be made in line) and short term of realization / delivery, and on the other hand of small and medium runs.

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