

# Colour variation

## Digital, Litho & Large Format guide



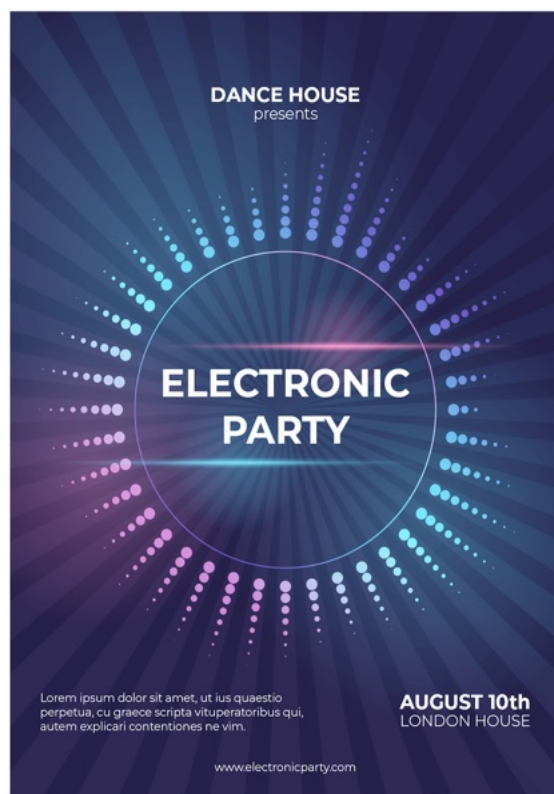
### Digital

Digital printing uses a dry toner process where the pigment is fused directly onto the surface of the paper rather than soaking into the fibres. Because the ink sits on top of the sheet, it delivers a sharp, vibrant finish, ideal for short-run projects.

### Large Format

Large format printing utilises a different technology and ink set compared to both standard digital and lithographic printing. Because these processes use different methods to apply colour, ranging from liquid inks to dry toners, the final results may not be an exact match across different formats.

**Please keep this in mind if you are ordering matching items, such as business cards and large banners, as a slight variance in colour is often unavoidable.**



### Litho

Litho (lithographic) printing involves transferring liquid ink from a metal plate onto a blanket, which then presses the image deep into the paper's fibres. Unlike digital toner, the ink is absorbed into the material, resulting in a smooth, matt finish.

