

Large Format Colour Printing | Welcome

Large format colour printing

Large format colour printing is usually done on jobs such as posters or panaflex printing. A large format colour printer, or a wide format printer, is generally the name given to any kind of printer that is between 17" to 100" in width. These printers are available in many different technologies and use a range of inks, for many kinds of large format colour printing tasks.

How is large format colour printing be done?

Large format colour printing is usually done to print banners, posters and other jobs that require large fonts or pictures for effective display. The printers are available in either black or in coloured ink varieties providing a flexibility of options at your disposal depending on the kind of print you need. Alternatives such as screen printing might seem cheaper at first but over time, their print quality is not up to the mark. Large format colour printing is durable, long lasting and cheaper in the long run. The printers usually use a roll of paper as opposed to the regular paper sheets used in conventional office printers. This provides cost savings as well as the flexibility to customize the size of each print and matching

them to the needs of each different print signage.

Buying a large format colour printer

The printers for large format colour printing tend to be very expensive to buy and for small businesses this cost can be prohibitive. This is usually because large format printers are not required for use as frequently as regular printers and so they do not represent a great investment. To avoid the major outlay, if you have a printing job that requires the use of such large format colour printers there are several services out there that can either print your material for you, or you can hire the printer so you can do the printing yourself. Either way the result is much more cost efficient.

Quality of print

Large format colour printing nowadays is done using printers using the latest print technology and ink formats. The latest printers use Lambda print technology to produce the finest prints. The prints produced using Lambda can easily be enlarged or resized without causing any distortion of the image. Photo sensitive paper of up to 50 inches can be used to produce some of the sharpest, most vivid colour prints possible. The printers use 3 lasers, red green and blue on the media

directly and can print up to 68 billion colours which is currently the highest possible resolution achieved in large format colour printing today.

So if your business requires large format colour printing, make sure you look into the economics of investing in one of these heavy duty printers versus contracting the work out to professionals. If you do decide that purchasing one of these printers is worthwhile, be sure to do your research to find the optimum size and graphic quality for your needs.

Advertise your printing services.

If you would like to generate more business for your company then you could benefit from advertising your printing services on our specialist website. Our website will offer targeted visitors to your advert that are actually searching for large format colour

printing. If you would like to advertise with us then please do not hesitate to call and discuss your requirements.