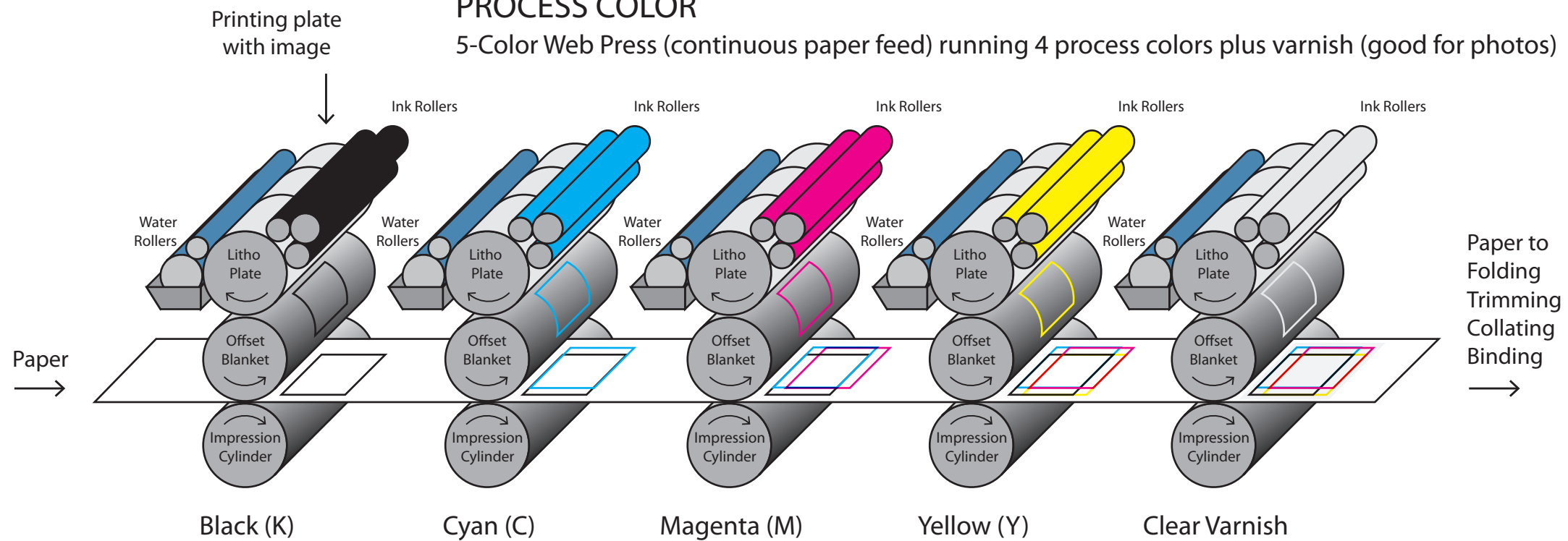


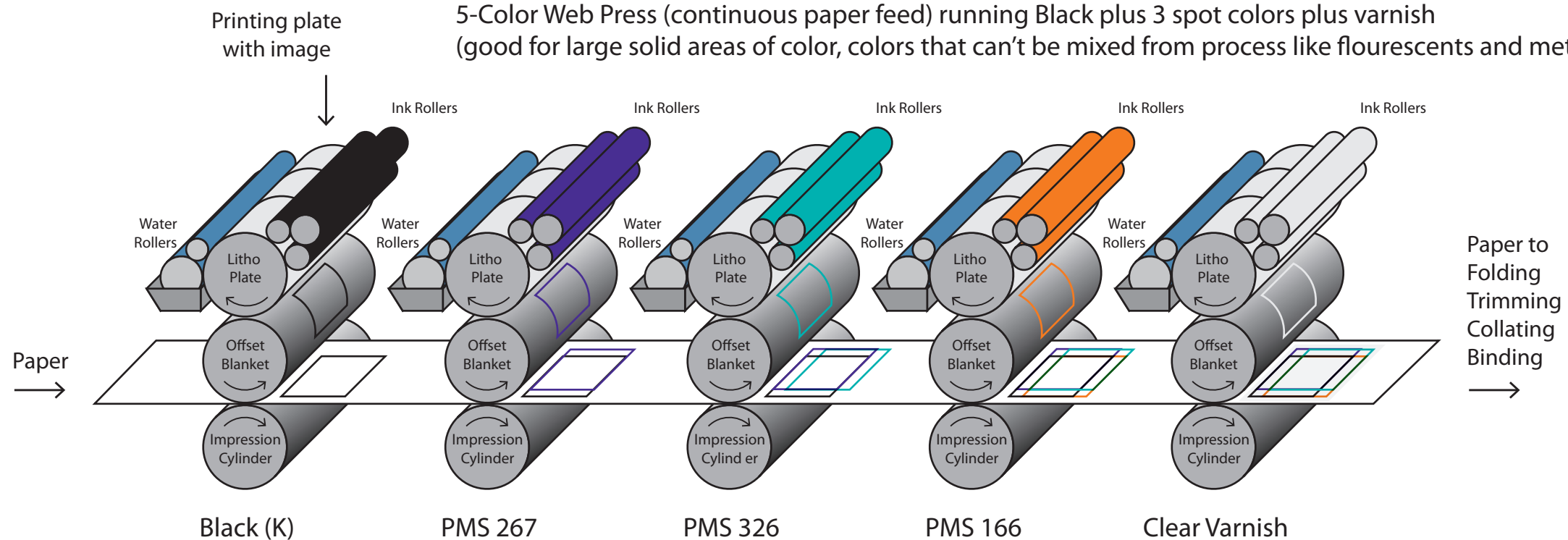
PROCESS COLOR

5-Color Web Press (continuous paper feed) running 4 process colors plus varnish (good for photos)



SPOT COLOR

5-Color Web Press (continuous paper feed) running Black plus 3 spot colors plus varnish (good for large solid areas of color, colors that can't be mixed from process like fluorescents and metallics, purples and greens)



Litho plate with image first picks up water from water rollers.

Water won't stick to image on plate; when ink rollers run over image, ink deposits on image but not on wet areas. Ink then transferred to offset blanket roller (this reduces wear on the printing plate), and from there onto the paper. Black goes down first because black on top would totally cover yellow, while yellow on top will affect color of black.

Note that you can change the colors used in the press.