

OFFSET PRINTING Verses DIGITALLY PRINTING PLANNERS & JOURNALS

	OFFSET PRINTING	Digital POD PRINTING
QUANTITY	300 copies +	1-200 copies
PRINT QUALITY and COLOR MATCHING	<p style="text-align: center;">Excellent Color Matching</p> <p>Matches closest to Pantone® Matching System because offset printers can mix custom color inks.</p>	<p style="text-align: center;">Average Color Matching</p> <p>Digital printing gives an approximation of the Pantone® Matching System color. If you need exact matching, offset is better.</p>
CUSTOMIZATION	<p style="text-align: center;">Full Customization</p> <p>Many decorating abilities and unique options ie linen and RPET covers, custom tab sheets, many paper stocks, custom packaging, kitting and labelling abilities</p>	<p style="text-align: center;">Limited Options</p> <p>Varies with each POD printer</p>
MATERIALS & ECO-FRIENDLINESS	<p style="text-align: center;">Many Options</p> <p>Offset printers can print on almost any material; metal, heavy stock paper, stickers, linen, leather, cork, etc.</p> <p>MCRL offers many eco-friendly materials including 100% recycled Eska®board, RPET covers, soy ink, FSC and Bamboo paper</p>	<p style="text-align: center;">Some Options</p> <p>Digital POD printers offer a more limited selection of cover materials, paper and add-ons.</p> <p style="text-align: center;">Fewer eco-friendly choices</p>
PHYSICAL PROOF	<p style="text-align: center;">SOME DO</p> <p>MCRL provides a physical proof before printing the final Planner/Journal on an offset press. Included in the quoted price.</p>	<p style="text-align: center;">SOME DO</p> <p>Virtual PDFs provided. Some vendors provide physical printed samples to proof. Some charge for this.</p>
PERSONAL CARE & DESIGN HELP	<p>MCRL offers human help and design assistance</p>	<p>Many have design templates vs graphic design and personal assistance</p>
PROFITABILITY	<p style="text-align: center;">BEST</p> <p style="text-align: center;">Higher profit margins per Planner. You get more for your money</p>	<p style="text-align: center;">MORE CHALLENGING</p> <p>Profitability is the biggest challenge with POD</p>

We recommend you get 2-3 quotes before making a final decision.

www.mcrlprinting.com