printing effect-------- inkjet printing \*PK\* screen printing

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 Ink-jetprinting is a non-contact, pressure-free, printing-free printing technology. It has the common features of plateless digital printing and can realize variable information printing. The printing plate of screen printing (screenprinting) is in the shape of a net. During printing, the ink on the printing plate is leaked from the through-hole portion of the plate to the substrate under the squeeze of the squeegee, thereby completing the printing method of the printing operation.

Introduction to two or two printing methods

1. Inkjet printing

There are many types of inkjet printing. The basic principle is to input the graphic and text information stored in the computer to a flatbed printer, and then use a special device under the control of the computer to spray a mist on the surface of the substrate. The ink droplets are directly imaged on the surface of the substrate according to the charge effect and become the final printed matter.

The basic principle of inkjet printing is to generate small ink droplets first, and then guide them to the set position. According to the inkjet system, it can be divided into two types: continuous and on-demand.

Continuous inkjet printing (CIJ), whether it is printed or non-printed, continuously generates ink droplets in a flowing manner, and then forms an image by deflection and transfer of the electric field. Finally, the non-printed ink droplets are recovered or dispersed. . Drop-on-demand ink-jet printing (DOD) produces ink droplets only on the printed portion. Specially used for printing excellent quality images, suitable for packaging color graphics, textiles and large-format billboards. It is an ideal choice for full-color and high-precision printing. Printing quality is its most important consideration.

Inkjet printing can be divided into black and white inkjet printing and color inkjet printing according to its printing color. Black and white inkjet printing uses a single ink, and the machine structure and ink system are relatively simple, while color inkjet printing is relatively complicated.

2. Screen printing

Modern screen printing technology is to use a photosensitive material to make screen printing plates by photo-engraving. (The screen holes on the screen printing plate are through holes, and the screen holes on the non-text portion are blocked. ). When printing, the ink is transferred to the substrate through the mesh of the graphic part through the squeezing of the blade to form the same graphic as the original.

Screen printing consists of five major elements, namely screen printing plates, doctor blades, inks, printing tables and substrates. Screen printing equipment is simple, easy to operate, easy to print and plate, low cost, and highly adaptable. Screen printing has a wide range of widely used prints, such as color oil paintings, posters, business cards, decorative covers, merchandise signs, and printed textiles.

Comparative analysis of two printing methods

Inkjet printing is another new universal printing technology after screen printing. As with screen printing, it has a wide range of printing materials. It can print on the surface of different shapes and different materials with strong adaptability. At present, the technology is developing rapidly and the market The continuously expanding new printing methods show great development prospects. However, as an old-fashioned printing method, screen printing has also shown a strong side in the development process, especially the unique advantages of screen printing in circuit board printing, and with more and more new technologies in screen printing The application of screen printing has changed the old look of screen printing, and it still occupies a large market.

1. Competition between two printing methods

First, competition in application fields and product markets. Based on the advantages of the two printing methods, it is not difficult to find that their competition in the printing market is becoming increasingly fierce. First of all, some large-format printing fields compiled by screen printing are being impacted by inkjet printing. Today, the inkjet printers used in large-format inkjet printing have a maximum format of 3 to 5 meters. They are making large-format posters and publicity The role of products and outdoor advertising has become increasingly prominent. Secondly, because inkjet printing has relatively small restrictions on substrates, it can print on a variety of substrate materials. This is the killer of screen printing compared to other printing methods. Inkjet printing has this advantage and will undoubtedly affect silk. The areas of application for screen printing have an impact. Thirdly, inkjet printing is a fully digital printing, which is completely separated from the tedious procedures of traditional printing processes, which can shorten the time to market to the greatest extent. For those products that require time, this printing method will be the best. select.

Also, competition against printers. Inkjet printing has its unique market such as lottery printing, personalized printing, etc., which are beyond the reach of screen printing. While defending these areas, inkjet printing has extended its application to the field of screen printing, and products have gradually By the majority of printers. As mentioned above, in the aspect of large-format printing, with the prosperity of the market economy and the expansion of commodity circulation, the inkjet printing of outdoor advertising will show a significant upward trend. The advantages of full digitalization of inkjet printing, personalized printing and off-site printing will inevitably attract more printers to adopt it. Therefore, it can be said that while competing for the product market, their competition is also inseparable from the competition for printers.

2. Complementary advantages between the two printing methods

With two methods, it can save production time and improve efficiency. Although the inkjet printer has the advantages of full digitization, short job preparation time, and fast response to the market, but it is not perfect after all. A major disadvantage of inkjet printing is that it is not suitable for large-scale printing, but only suitable for less than 1000. Zhang's printing, therefore, the technical advantages of screen printing in high-volume printing are fully exposed. This method can be used when determining the personalized printing of product packaging, that is, first use inkjet printing to print in small batches, invest in the market and conduct research, and then choose popular designs based on the results of the research and then conduct large batches. Printing, which not only saves costs, but also reduces waste and time to market. The collocation described above is just an option, and of course there are other better ways to use it together.