

LITHOGRAPHIC / FLEXOGRAPHIC / DIGITAL

WHICH PRINT METHOD IS BEST FOR *your product?*





Your Product Should Pop Off The Shelf

You need to stand out at the point of purchase. Nobody wants to blend in with the ocean of options available on every store shelf. The right label can significantly impact a product's market success, influencing consumer perceptions and purchasing decisions.

But, you can't just wave a magic wand and summon the perfect label. Printing is a process that begins by selecting the appropriate technique. Each available technology offers unique benefits and limitations. Those choices impact cost efficiency, production speed, quality, and the ability to meet specific market demands.

By understanding the strengths and weaknesses of each method, we can help you optimize your label production to suit your product needs and marketing strategies.

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72% of Americans say a product's **package design influences their purchase** decisions. Affluent Americans are significantly more likely to say their purchase decisions are often influenced by both the package design and the materials used for packaging.”

WHAT'S INSIDE

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A traditional, high-quantity approach

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Flexographic Printing

Versatility in ink and material choices

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Digital Printing

Quick turnaround for small label runs

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Factors to Consider

Compare the variables we recommend the best process for your project.

Lithographic Label Printing

01 *Litho*

What is Litho?

Lithographic printing sets the standard for precision and quality in label production. Because it delivers detailed and vibrant prints, lithography is perfect for labels with intricate graphics that require sharpness down to the finest detail.

How it Works

Lithography uses metal plates to apply oil-based inks on all substrates.



Advantages:

- Unmatched quality
- Detailed graphic work
- Fine color gradations
- Low cost for high volumes



Challenges:

- Higher initial costs
- Limited flexibility
- Inefficient for short runs
- Limited to white, clear, and metallic stock



SPEED

UV-cured coating eliminates drying time, but setting up the plates for image transfer makes the turnaround for litho printing approximately three weeks.



COST

While the initial investment can be higher due to plate setup costs, the price per piece drops significantly as the printed quantity is increased.



QUANTITY

This is where lithographic printing really shines. The litho process can handle huge volume runs extremely efficiently.



The Epson Hillmer Approach

Our lithographic printing is perfect for “cut and stack” applications, enabling high-volume runs with various colors and finishes.

We work across customers to group printing jobs, creating cost efficiencies for each client involved in this combination setup. This approach allows us to provide high-quantity price breaks at lower volumes.



LITHO CASE STUDY

Walmart needed labels for up to six production lines encompassing 50 SKUs. We used a combination printing approach, bucketing product labels together based on the final delivery destination.

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Flexographic Label Printing

02 *Flexo*

What is Flexo?

Flexography is a versatile form of label printing that combines speed and adaptability. This makes it a preferred choice for a wide range of packaging needs. This process plays an important role in modern, high-volume label production for its adaptability across various substrates.

How it Works

Flexography is a type of rotary relief printing that uses flexible printing plates coated with fast-drying, semi-liquid inks.



Advantages:

- Speedy printing process
- Economical for large runs
- Versatile applications
- Wide range of inks
- Cold foil



Challenges:

- Reduced image detail
- Not great for fine text
- Inefficient for limited quantities



SPEED

Flexographic printing is generally quicker than lithographic printing, but even with easier setup, turnaround can be up to three weeks.



COST

Due to more efficient ink usage and lower-cost plates, the costs for flexographic printing are often less than lithographic.



QUANTITY

Once the initial setup is done, flexographic printing can efficiently produce large-volume prints, though the finest detail quality might be lower than that of the lithographic process.



The Epsen Hillmer Approach

Flexographic projects are often used for pressure-sensitive labels, which are great for single applications such as front and back labeling.

We can pair flexographic printing with a UV curing process to provide a durable solution to high-quantity print runs. If you're looking for a unique, vibrant look, pairing flexographic printing with a metallic or foil substrate can deliver.



FLEXO CASE STUDY

Ultra Beauty is all about vitality and inspiration. Flexographic printing on a transparent film let the bright, vibrant colors of this luxurious product shine through on the shelf.

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Digital Label Printing

03 Digital

What is Digital?

Digital label printing is accelerating the packaging industry with its ability to deliver high-quality prints almost on demand. Known for its flexibility and efficiency, digital printing is an ideal solution for short runs and customized labels.

How it Works

Digital printing uses electronic files to transfer images directly onto various materials. Unlike traditional methods, it doesn't require plates, making it highly efficient and adaptable.



Advantages:

- Precision images and text
- Speed of turnaround
- Minimal setup time
- Rapid response to changing needs
- Efficiency for small quantities



Challenges:

- Not cost-effective at volume
- May not accommodate all finishes



SPEED

Turnaround time with digital printing can be incredibly fast, with projects completed in a week or less. This speed comes from the lack of printing plates and more complicated procedures in other processes.



COST

Without extensive plate or press setup, digital printing is very economical for smaller quantities. Cost doesn't become more efficient with quantity increases, the per-unit cost remains consistent regardless of the order size, unlike traditional printing where the setup costs are spread over larger runs.



QUANTITY

Digital printing is good for low-to-medium quantities, from 500-500,000 labels. This makes it an excellent choice for seasonal or limited edition products.



The Epson Hillmer Approach

Digital label printing excels when customers have seasonal products or limited-edition releases. It's also the method of choice for projects with quick turnaround times. We'll deploy our digital printing capabilities in any situation where we need to be nimble and respond quickly.

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Factors to Consider When Printing Labels

When selecting the ideal label printing method, we consider several critical factors to ensure the best fit for your specific needs. These factors include:



COST

Consider both the initial setup costs and the per-unit cost. While some methods, like digital printing, may have lower setup costs, litho printing may be more cost-effective for large volumes.



QUALITY

Evaluate the level of detail and color accuracy required for your labels. Litho printing offers high-resolution images and excellent color fidelity, while flexo printing provides quality for a wider range of materials.



QUANTITY

Litho and Flexo printing are generally more suited for high-volume runs, whereas digital printing excels in short runs and customized orders.



SPEED

How quickly do you need your labels printed? Digital printing offers rapid turnaround times, ideal for on-demand printing. Flexo printing also provides high-speed production for large quantities.



MATERIALS

Consider the type of substrate we'll be printing on. Flexo has the widest range of material options with 40+, Digital has 15-20 options, while Litho is limited to white, clear, or metallic.



CUSTOMIZATION

If variable data for barcodes or other elements is important, digital printing is the best choice due to its flexibility and ability to handle individual customization efficiently.

	<i>Litho</i>	<i>Flexo</i>	<i>Digital</i>
COST	High setup, economical for very high volumes	Low per-unit cost for large volumes	Low setup, higher per-unit cost for volume
QUALITY	Very high, exceptional color and detail	Medium to high, good for various substrates	Very high, excellent for detailed images
QUANTITY	2,000,000+	100,000-2,000,000	500-500,000
SPEED	Moderate, slower setup	Very fast for large runs	Fast setup and production
MATERIALS	Limited material options	Most versatile; 40+ options	Versatile; 15-20 options
CUSTOMIZATION	Limited customization	Limited customization	Excellent for variable data and customization

Printing Your Labels of Distinction

Printing the perfect label involves a lot of work. The key is to understand not only the graphic needs but also the logistic demands of cost, turnaround time, and quantity. Luckily, you don't have to make these decisions yourself.

The table below is a good starting point, but we'll work with you to identify the perfect approach for your project.



There are so many innovations and options in the label printing industry. It can be complicated and confusing. Together we'll figure out **the best process for delivering Labels of Distinction** on your project."



Tom Hillmer
CEO, EPSSEN HILLMER

PRINTING TECHNIQUES

	QUALITY	COST	SPEED	VOLUME
<i>Litho</i>	Very High	High	Moderate	Very High
<i>Flexo</i>	High	Medium	Moderate	High
<i>Digital</i>	Very High	High	Fast	Low to Medium

Let's print *exactly* what you're looking for.



Talk with our experts.

Give our knowledgeable representatives an idea of what you're trying to accomplish.



See our recommendations.

Our team will develop a recommended approach to create your product label.



Make your products pop.

Put eye-catching products on the shelf with your own custom Labels of Distinction.

WHY EPSSEN HILLMER

We are more than just a *labeling* company.

We strive to be a true business partner, differentiating ourselves by providing world-class customer service and industry-leading quality. Our high-caliber labels and unique solutions get us in the door, but it's our **exceptional service and dedication** to our values that keep our customers coming back.



INDEPENDENT & EXPERIENCED

A single-source labeling partner means direct access to the decision-maker.



PROACTIVE PROBLEM-SOLVING

We want the label printing and purchasing process to be as efficient and stress-free as possible.



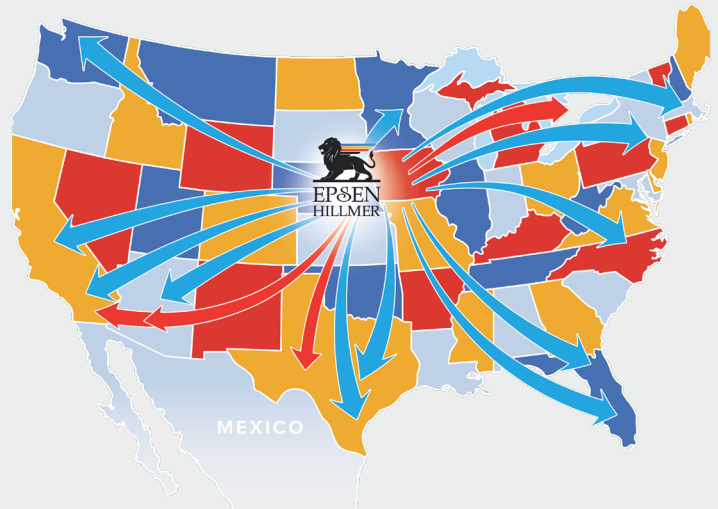
DEDICATED CUSTOMER SUPPORT

We strive to identify your expectations and surpass them, developing lasting business partnerships in the process.



CENTRALLY LOCATED FOR FAST SHIPPING

Get on the shelf and in front of consumers faster. Our Midwest location makes it easy to quickly ship your labels to packaging centers anywhere in the U.S.



Stop customers in their tracks
with *custom label printing*.

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