

CD ROM PACKAGING - DIRECT PRINTING - DIRECT IMAGING PRESS

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On behalf of The World Association of Technology Teachers

W.A.T.T.



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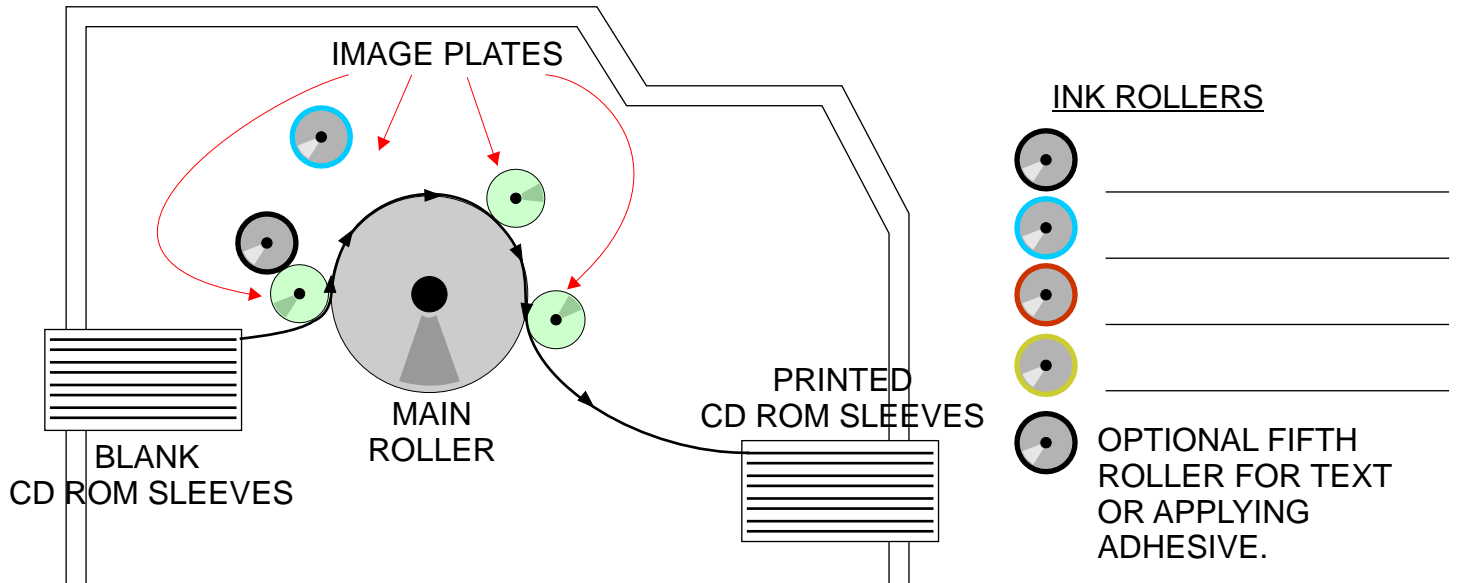
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1. A Direct Printing Press is drawn below. It has been set up for the printing of DVD / CD-ROM packaging. Complete the diagram by:

Adding the missing parts (such as, the remaining imaging plates),
List the coloured ink alongside the ink rollers.



2. Complete the description of direct printing by adding the missing key words/phrases. The key words/phrases are listed beneath the description.

CD ROM packaging is printed through direct printing. The _____ is based on a typical 'offset press except that it is _____ controlled. All the imaging plates are pressed onto the paper/card precisely through the control of a computer system. Usually an offset press operates using one _____ at a time. This means that the paper / card has to be sent through the offset press at least four times until the application of colour is complete. With the Direct Imaging Press the card / paper is sent through once.

The entire operation, including quality control is computer controlled. Direct Imaging Presses are very fast and suitable for the printing of high numbers of packages. This form of printing is suitable for _____ Production and _____ Production, where high volumes of prints are required.

Some Direct Imaging Presses use _____ colour ink rollers. The first four apply the graphics whilst the fifth ink roller applies the text. In the case of postage stamp manufacture, this is used to apply self adhesive.

FIVE COMPUTER BATCH CONTINUOUS IMAGING PLATE DIRECT IMAGING PRESS

3. When are Direct Imaging Presses more economical than other types of presses, such as digital presses?

4. What is CMYK colour technology?
