

PRINTING TECHNIQUES - STARTER / PLENARY

A range of products are shown below. Each one has undergone a different printing technique.

Complete the table. Some of the boxes have been completed for you.

PRODUCT	PRINTING METHOD	EXPLANATION	QUANTITY (tick answer)
<p>STAMP</p> 	GRAVURES	Produces a high quality detailed print, even in full colour. Very fast as a printing process.	<p>SHORT RUN</p> <p>MEDIUM RUN</p> <p>HIGH RUN ✓</p>
<p>T-SHIRT</p> 	SCREEN PRINTING	A Flexible printing process, with low production costs. Ideal for printing on fabric, with blocks of colour typical of T-shirts.	<p>SHORT RUN ✓</p> <p>MEDIUM RUN</p> <p>HIGH RUN</p>
<p>ALUMINIUM DRINKS CAN</p> 	FLEXOGRAPHY	Aluminium is not adsorbent. Flexography is ideal for this reason alone. Flexography is also ideal for 3D surfaces.	<p>SHORT RUN</p> <p>MEDIUM RUN ✓</p> <p>HIGH RUN</p>
<p>COMPANY BROCHURE</p> 	DIRECT IMAGING PRESS	Fast printing process, ideal for high quantities, even in full colour. Relatively cheap. Ideal for paper and card.	<p>SHORT RUN</p> <p>MEDIUM RUN</p> <p>HIGH RUN ✓</p>
<p>PACKAGING</p> 	FULL COLOUR LITHOGRAPHY	Prints on paper and other absorbent surfaces at high speed. Produces clear, sharp images.	<p>SHORT RUN</p> <p>MEDIUM RUN</p> <p>HIGH RUN ✓</p>

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<p>PACKAGING</p> 	FULL COLOUR LITHOGRAPHY		<p>SHORT RUN</p> <p>MEDIUM RUN</p> <p>HIGH RUN ✓</p>