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Advantages and Disadvantages of Thermography

Advantages

Fast Turnaround

Because ink is raised and completely dried after the heating procedure, there will be no more waiting for ink to dry. Prints can be directly sent to slitters for making business cards or even packaging department for letterheads.

Cost Effective

Thermography is a good substitution for Engraving and Blind Embossing. Although they may not have exactly the same effect, Thermography at least gives the products a raised printing effect by adding just a minimal extra cost over offset printing. Furthermore, no die making is needed.

Disadvantages

Durability

Thermographed images may scratch. Abrasion is not a problem with slightly handled products, such as announcements, but can make images on catalogue covers appear dull after heavy use.

Usage Limitation

Heat may damage thermographed image since the thermography powder may melt again, losing its rise and luster. For example, letterhead with thermographed image is not recommended to print using a laser printer; heat may cause the powder-ink mixture to melt and damage the printing unit. Some thermographers spent time for testing result of laser printer imprinting; you may ask them for more detailed information.

Technology Change

3D UV Coating is gradually replacing the popularity of Thermography.