DIGITAL DESIGN CONSIDERATIONS

HUMMINGBIRD®
GP Georgia-Pacific
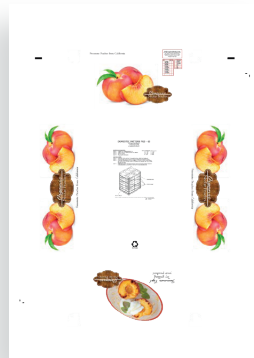
Ink Coverage & Pricing

In digital, the amount of ink coverage on the box directly affects the price of the finished box. Three different designs below show solutions with high, medium, and low ink coverage - as well as how those ink changes affect the price.

Ink Coverage
84%
Highest Cost

Ink Coverage
50%
Medium Cost

Ink Coverage
13%
Lowest Cost

Considering ink coverage in the design process can help reduce the price of a finished box. There are often times when ink is flooding the hidden flaps or bottom of the box, which will not even be seen by the customer!

Original Art - Ink Coverage 55%

Revised Art - Ink Coverage 20%

Removed ink from non-visible flaps and bottom
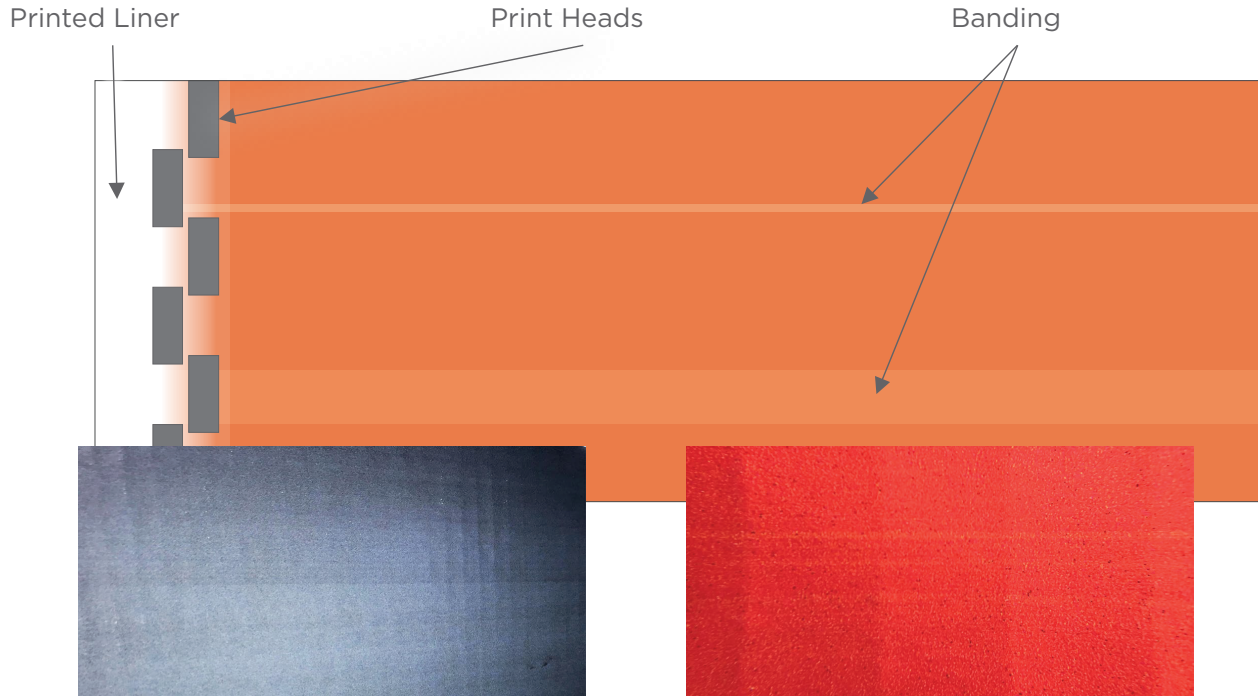
Considerations for designing art for the digital print process

Explanation of how ink coverage (or reduction) can affect pricing

Explanation of "banding" and how to minimize it

Same Final Result Reduction in Cost

Banding

Occasionally, digital print can produce some unintended results,
especially if artwork contains large areas of solid color. We call this banding.

Printed Liner **Print Heads** **Banding**

Banding can manifest itself in the form of
slightly different shades of the target color as
seen in the image above.

It can also show up as narrow lines of a lighter
shade across the target color as seen in the
image above.

Causes of Banding
- Print heads applying ink to the paper at slightly different rates
- Nozzles being clogged with dried ink
- Press is unable to keep up with the rate of ink being applied to prints demanding high ink coverage

Patterns / Textures / Imagery to Reduce Banding

Patterns, textures, and photographic imagery all print impeccably with digital. These elements are highly
recommended for great results, as well as to help break up solid areas of color that can be susceptible to banding.
See examples here: