



APPLICATION OF WIDE-FORMAT PRINTING FOR MANUFACTURING NON-WIDE-FORMAT PRODUCTS

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In today's world, where information technology is rapidly developing, the printing industry is in the spotlight due to the volatile demand for high-quality and prompt printing services. Wide format printing is a key factor in this context, enabling the creation of impressive and effective visual materials for advertising, marketing and other fields. Therefore, optimizing the process of preparing layouts for large-format printing in operational polygraphy printing houses becomes an important task for achieving high quality and efficiency in production.

In this context, the research is focused on the analysis of the requirements for the preparation of layouts for large-format printing in operational polygraphy printing houses. Given the rapid development of technology and increasing competition in the printing services market, understanding and implementing the best practices in this process becomes critical to ensure competitiveness and compliance with high quality standards.

The purpose of the study was to establish the requirements for the preparation of layouts for wide-format printing, to determine the optimal strategies and tools for increasing the efficiency of this process, as well as to develop recommendations for improving the operations of operational polygraphy printers in the context of large-format printing.

In this context, the research aims to contribute to the development and optimization of modern technological processes in the field of printing, designed to provide enterprises in this field with the means necessary to improve the quality and speed of production.

Characterization of products and their design, using wide-format digital printing, is an important aspect of printing production, in which diverse and functional products are created. This printing method is used for the production of paper labels, labels on banner cloth and stickers on self-adhesive film.

The main advantages of wide format digital printing are cost reductions compared to traditional digital printing in SRA3 sheets. This is achieved due to the possibility of using various sizes and reducing the print resolution.

An important aspect is the optimization of the cost of production, where reducing the resolution can contribute to the reduction of costs per unit of production. The use of pre-press processing with the use of effects allows you to reduce the cost of the finished product, while ensuring its visual appeal.

The variety of materials for printing and the possibility of stretching images open new horizons for creativity, such as printing pictures with subsequent stretching on a wooden frame. Applying effects during pre-press processing allows you to use low resolution, reducing production costs.

In summary, product specification and design in the context of large-format digital printing in the printing house creates opportunities for the production of unique and effective printed products, promoting an innovative approach to printing. Examples of products that tend to be ordered in wide-format printing are shown in fig. 1.



Figure 1 – Examples of products that tend to be ordered in wide-format printing

Research in the field of operational polygraphic printing shows that for the production of miniature printed materials, for example, stickers from 20×50 mm to approximately 200×200 mm, large format digital printing presses are significantly more efficient compared to traditional digital printing systems.

This efficiency is explained not only by the reduction of production costs, but also by the high quality of the final product.

In addition, the use of wide-format printing allows for innovative approaches, such as the creation of paper gift tags. These tags can be produced by die cutting on large format printing equipment and then processed on a plotter to punch holes.

References

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