

***Introducing the Digital Edition of Domtar's
Best Uncoated Results Toolkit (A.K.A. BURT)***



Domtar is pleased to build upon the success of our *Best Uncoated Results Toolkit* with a Digital Edition. Within this supplement *burt* helps bust “old school” perceptions about digital printing, as well as sharing an array of helpful tips for ensuring amazing results. In today’s faster, more economical and “waste not, want not” world, digital printing is swiftly becoming an enticing alternative to offset. In fact, through advancements in print technology, paper innovation and prepress software, designers and printers can achieve crisp, vivid images with near offset results.

Not to say every job should be printed digitally. Clients may even consider combining offset with digital – lowering costs without sacrificing results. The key is to understand expectations and ask the right questions from the outset of the project: What is the quantity? Will the content need to be updated on a regular basis? Are there advantages to tailoring the piece for different demographics? If printing 500 or less, think digital. Or if the answer to one or both of the additional questions is “yes,” there may be great advantages to inquiring about digital printing. But there is a crucial tip. The importance of talking to the printer or OEM cannot be overemphasized. From there, do what *burt* would do – experiment and have fun with the project. Because digital printing does not require a plate or engraved cylinder, designers and printers can tinker with color and images easily and affordably. That’s a win/win.

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