

The Power of Combining Digital and Screen Printing

At RH, we understand the importance of high-quality graphics for all of your industrial labels, membrane keypads, and graphic overlays. These products go beyond simply providing essential information and functionality; they also contribute significantly to your brand identity. We achieve this by leveraging the power of combining digital and screen-printing technologies. This combination delivers exceptional results, elevating the look and feel of your products.

What is Screen Printing?

Screen printing is a traditional printing technique that involves forcing ink through a stencil onto a substrate. It's particularly well-suited for applications that require:

- **Solid colours:** Screen printing delivers vibrant, consistent colours that are ideal for creating a bold visual impact or a translucent filter colour.
- **Special Colours:** Different ink technologies make metallic, fluorescent, and pearlescent colours really effective in helping a product stand out.
- **Textured finishes:** Screen printing can create unique textured surface effects that add a dimension of touchable class to your labels and keypads, enhancing their visual appeal and user experience. For example, a coarse surface or raised lettering like braille.
- **Durable finishes:** Screen-printed labels and keypads are highly resistant to scratches, chemicals, and UV rays, ensuring long-lasting performance in harsh environments.



What is Digital Printing?

Digital printing is a printing technology that creates images directly from a digital file onto a variety of substrates. It's ideal for applications that require:

- Complex designs and graphics: Digital printing excels at reproducing intricate details, smooth colour gradients, and photorealistic images.
- Variable data: With digital printing, you can easily personalize each label or keypad with unique information, such as serial numbers, barcodes, or custom text.
- Short runs: Digital printing is cost-effective for smaller production quantities, eliminating the need for extensive setup costs associated with screen printing. This makes them perfect for prototypes or customised orders.

The Benefits of Combining Digital and Screen Printing

By combining these two powerful printing techniques, RH Technical Industries can provide you with overlays, labels and keypads that offer the best of both worlds. Here's how:

- Enhanced aesthetics: Digital printing can create eye-catching graphics and gradients, while screen printing provides a solid,

high-quality background. Critically, this is where your normal CMYK imagery can benefit from additional spot colours like fluorescent and metallic inks.

- Improved functionality: Screen printing can add textured elements for a better user experience, while digital printing allows for the incorporation of variable data like serial numbers or barcodes.
- Cost-effective production: Digital printing is ideal for small runs or variable data applications, while screen printing is cost-effective for larger quantities of labels or keypads with a consistent design.
- Versatility: This combination allows us to accommodate a wide range of design requirements, material specifications, and production needs. This may help optimise production costs.

“By incorporating a spot metallic colour into CMYK digital printing, designers can unlock a new level of sophistication and visual impact. This makes ordinary print much more eye-catching.” David Campbell – Sales Manager



Striking Cricket Bat Stickers

Cricket bat stickers are an excellent example of the benefits of a combined printing approach. We use digital printing to create sharp, high-resolution player names, logos, and sponsor branding. This ensures intricate details and vibrant colour for a truly professional look. Building on these benefits, screen printing lays down a solid, durable background that can withstand the wear

and tear of the game. Furthermore, screen printing allows for the creation of interesting surface finishes.

The best equipment suppliers in the game design are ever more complex branding each new season. They always push us to create better and more detailed solutions. Now, consider this same approach on your next project. Imagine all your industrial labels, graphic overlays, and membrane keypads with this level of creativity. This translates directly to a competitive edge. When placed next to the competition in a retail environment, your product, with our superior labelling and interface keypad solutions, will stand out.

Your Partner for Exceptional Labels and Membrane Keypads

In summary, at RH, we are committed to providing our customers with superior labelling and Interface keypad solutions. Our expertise in combining digital and screen printing ensures your products have the best of both worlds. Improving the functionality of the design while still being aesthetically pleasing.

We invite you to contact us today to discuss your specific requirements and learn how our combined print approach can benefit your next design project.
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