

Computer Cut vs. Digital Print

Cut Vinyl has been around since the late 1960's, when adhesive-backed vinyl cut by custom-made dies was introduced. Over the years the method for cutting vinyl has changed a number of times, but the basic premise remains the same. Today we use computers and cutting machines specifically designed to custom-cut vinyl for each client's needs.

The biggest advantage to cut vinyl is its durability. Because the vinyl itself is coloured, it resists fading much better than vinyl that has been printed. The versatility of the computer software we use allows us to custom-design and produce graphics for your specific purpose.

Although cut vinyl has proven itself over the years and remains an extremely useful option, it does have limitations. There is a limited number of colours available, and because each vinyl is a solid colour, designs with gradients or 'fades' in them (like the light and shadow on the boxing gloves on this page) are virtually impossible to reproduce. There is also the matter of finer details in your design. Very small details - like a thin line - can pose problems both in production of the vinyl graphic as well as its application. It's like trying to glue down a piece of string while making sure it's perfectly straight.



Digitally Printed Vinyl is newer technology, and has opened up a wide range of possibilities in the designs that can be produced. We use essentially the same kind of vinyl that we use to computer cut designs with, but instead of cutting it, we print on it. Gradients and fades are no longer an issue.

This enables us to use any number of colours, and even print photographs or other designs in full colour!

The biggest advantage to digitally printed vinyl is its versatility.

Any artwork can be reproduced, and colours can usually be closely matched. In some cases we can set up a "Print & Cut" graphic, where we print the design on the

vinyl and then use the computer to cut a contour shape around it. This can be very useful when, for example, you want to apply a digitally printed graphic to a vehicle.

Digital prints fade more quickly than solid-coloured vinyls, and overall they are not as durable.

