Pros and Cons of Latex Printing and UV printing

***Pros: Latex***

#1 No Smell, Outgassing or Harmful Solvents

#2 Environmentally safe (water based inks)

#3 flexiablity of the ink (reduce cracking)

#4 Speed of printing

#5 Flat ink surface (looks like offset printed inks)

***Cons: Latex***

#1 Must use heaters to dry ink so some substrates may buckle under high temperatures

#2 Must use roll materials only (no ridged materials)

***Pros: UV***

#1 Very durable outdoors

#2 UV ink dries immediately

#3 Print on roll and ridged materials

#4

Cons: UV

#1 No stretch in the ink (tends to crack on some applications)

#2 Does not dry flat on media (gives a raise ink appreance)

#3 Inks have a matte look