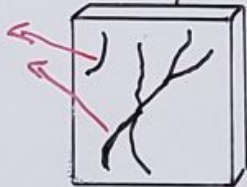


WHY SOME DIGITAL PORCELAINS ARE "DEEPER & MORE REALISTIC"?

VALUE PORCELAINS

- 1) LOWER DEFINITION (D.P.I.) < 360
A) DOTS PER INCH = "PIXELS"
- 2) LOWER NUMBER OF GRAPHICS ("FACES")
A) EXP: ON A 30"x60" APPR. 2
- 3) PARTIAL COLOR/TILE SATURATION
A) LESS PIGMENTS, "WASHED OUT" LOOK
- 4) PARTIAL PRINT ON TILE SURFACE
A) EXP: ON WHITE MARBLE LOOK WITH DARK VEIN, PRINT IS MAINLY ON VEIN (2D EFFECT)

HEAVY PRINT



IMPORTANT: THE LACK OF IN BETWEEN FINE PRINT, MAKES THE TILE LOOK SHALLOW BUT KEEPS BACKGROUND COLOR

- 5) BINARY PRINTING
A) ONE SIZE DROPS
B) EXP. 360 D.P.I.



"PIXELIZED EFFECT"



PREMIUM PORCELAINS

- 1) HIGHER DEFINITION (D.P.I.) > 360
A) DOTS PER INCH = "PIXELS"
- 2) HIGHER NUMBER OF GRAPHICS ("FACES")
A) EXP: ON A 30"x60" APPR. 12 OR MORE
- 3) FULL COLOR/TILE SATURATION
A) MORE PIGMENTS TO AVOID "WASHED OUT" LOOK
- 4) FULL PRINT ON ALL TILE SURFACE
A) EXP: ON WHITE MARBLE LOOK WITH DARK VEIN, PRINT/DECORATION MUST BE ON THE VEIN AS WELL AS ON THE WHITE (3D EFFECT)

HEAVY PRINT FOR DESIGN



FINE PRINT FOR DEPTH EFFECT

IMPORTANT: THE FINEST THE PRINT, THE LESS BACKGROUND COLOR CHANGE

- 5) GREYSCALE PRINTING
A) MULTISIZE DROPS
B) EXP. 360 D.P.I.



"SATURATED EFFECT"



- 6) MAY HAVE "BANDING EFFECT"

- 7) MAINLY PRINTED WITH 4 INKS

- 6) NO "BANDING EFFECT"

- 7) PRINTED WITH > 4 INKS