



A diamond stylus or chemicals engrave the wells. A scanner reading a halftone positive guides the stylus.

Wells vary in width and depth, creating variations in the density of printed images.

Gravure cylinders may be as wide as 120 inches (3 meters), so print many pages on one signature or one very large piece.

With gravure printing, all images consist of dots of ink transferred from the wells.

8-6 Gravure

The gravure process has a large appeal for magazines and catalogs because it can print on lightweight paper. Many publications appear on 35# or even 30# stock, saving many dollars on postage as well as paper. The method competes with flexography for printing packaging materials and special products, such as floor coverings. It rivals lithography for long-run publications, such as advertising supplements to Sunday newspapers.