

Hapi Skratch / P&D – Do I need Duplication or Replication?

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In your quest to find a reputable duplication company to work on your project, you have no doubt been asked many questions concerning your project and the type of media you need. There is a substantial difference in the way duplicated and replicated discs are produced. However there is very little difference in the end product. We have put this sheet together in an effort to explain some of the differences, answer some of the questions you may have, and set aside some misconceptions about both types of mediums.

Replication

Replication is the standard used to make mass quantities of CD's or DVD's. A "glass master" of your information is made from your master audio/video disc, which in turn produces "stampers", which are used for injection molding the information into the discs being created. The mastered information is then protected by layers of polycarbonate plastic. It is then lacquered, usually screened, and ultimately packaged. Because most of this process is automated, the cost per unit becomes factored in and very affordable on orders greater than 1000 pieces. Until recently, almost all duplication companies replicated their discs and would only offer service of larger replication runs to their customers. With the replication process, the discs are printed using a silkscreen process or digital offset process. Digital offset is the higher resolution quality of the two processes, but does not provide as vibrant a final finish as silkscreen can.

Duplication

Duplication is the standard in which smaller quantities of CD's or DVD's are usually manufactured. CD-R and DVD-R media is loaded into burners. Your information is digitally extracted from your master source (usually a master CD-R or DVD-R) and transferred to the blank discs. Your information is typically verified and the copy then accepted or rejected. With the advent, popularity, and reduced cost of writable media, it is now possible to offer the same level of services to customers that need smaller quantity orders as well as customers which need larger quantities. Duplication is used for orders of 500 units and under. The printing process can be inkjet, inkjet with lacquer coating, black thermal, or color thermal. All of these processes have slight differences but are generally high resolution and adequate for short run duplication.

Is There Any Difference?

There is little difference, if any, between a processed duplication and a glass mastered replication disc. In fact, both processes extract the information from your master source in exactly the same way. However, there is still a small percentage of audio CD players on the market which do not have the ability to read CD-Rs. DVD video standards are more complex and no DVD whether duplicated or replicated will play in every DVD player.

Reliability Issues

Writable media was invented for the storage of data. Audio CD-R and subsequently video DVD-R were an offspring of the data disk. As with any new technologies, there are bugs and glitches to iron out when trying to mass-produce writable media. In an effort to get product into the market place, many disc manufactures produced subpar product which had trouble loading audio and video and thus would keep your disc from “spinning up” in your player. Today’s writable media are manufactured under much stricter guidelines. It is true that there are still many inferior brands of discs saturating the market place, but by choosing a reputable duplication company which uses only professional equipment and high quality media, you should be assured of receiving a quality product. At Hapi Skcratch/P&D we use only the best equipment and grade A media to manufacture your order. We guarantee an exact data match on all duplication orders.

In Conclusion:

Duplicated and replicated disc's both have their cost and quality advantages. Hapi Skcratch/P&D offers both services. We are here to help you put a project together that meets your quality demands, compatibility needs, and time and budget restrictions.

For larger orders (1,000 or more) of audio CDs destined for retail sales, we recommend replication over duplication. For shorter turnaround times and smaller orders for any disc that is meant to be used in a computer, for promotion, or just getting your feet wet as an artist to test the market, we recommend duplication.