

Corrugated TODAY

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AND CANADIAN INTEGRATED AND INDEPENDENT BOX MAKERS

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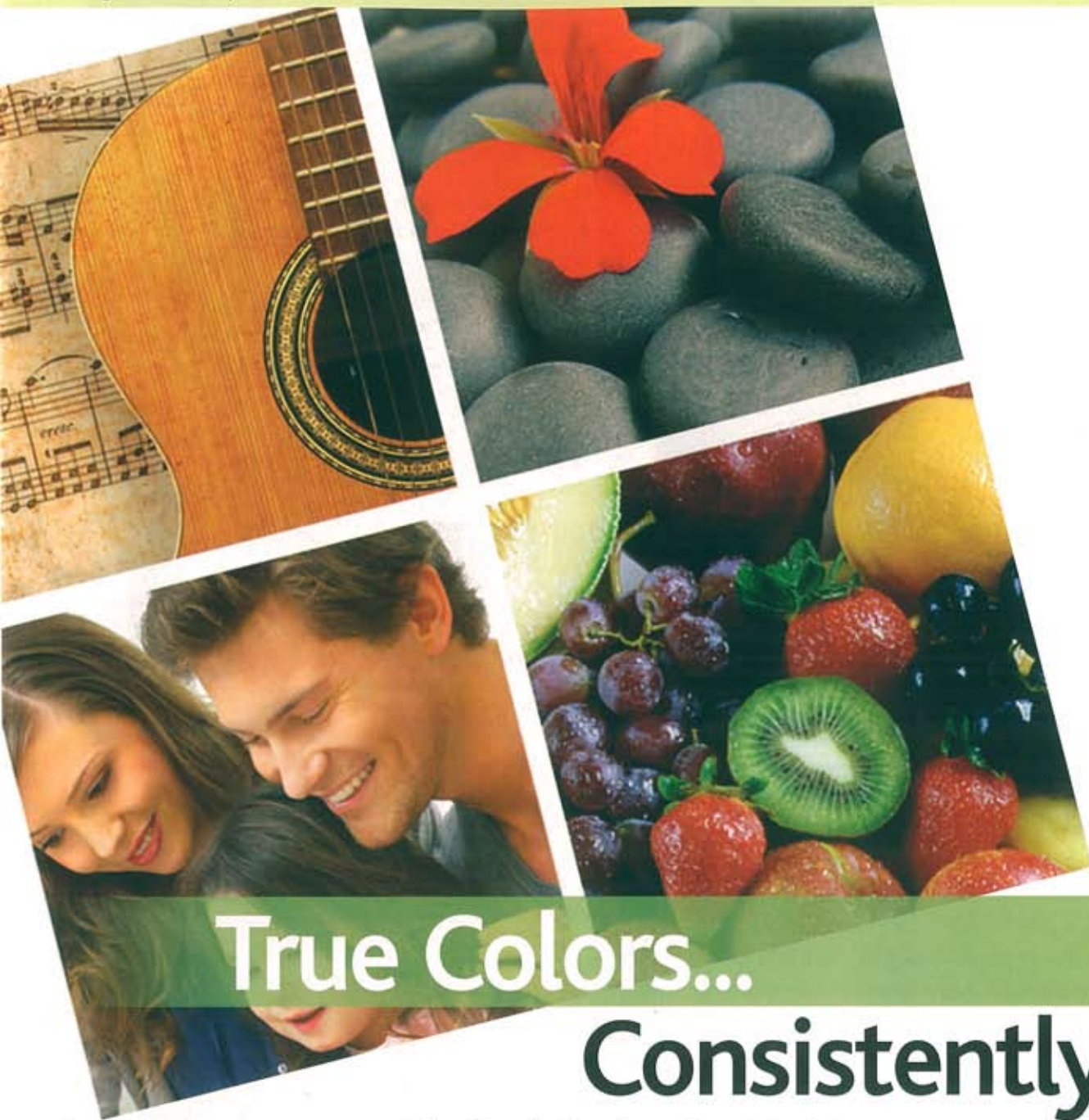
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True Colors...

Consistently

Color Resolutions' new TrueColorBalance enables board converters to print the largest possible color gamut in the visible color spectrum when using process inks.

Now more than ever, consumer product companies want to advance their brands through market appeal, brand identification and quality graphics. Color Resolutions International's (CRI) TrueColorBalance® system solves many of the problems that printers face trying to achieve those very results today. In fact, fine graphics

flexographic printing using TrueColorBalance is often mistaken for pre-print or lithographic printing.

This new method provides a consistent way for printers to offer more of the colors they desire. By working with printers and their pre-press suppliers, CRI's technical specialists combine custom-formulated InkChemistry®

Higher End Graphics

with color optimization and management expertise to help customers add dollars to the bottom line by establishing predictability of color on press.

"TrueColorBalance represents the first time InkChemistry, hands-on color balance optimization and color management have been brought together to achieve the goals that printers have been trying for years to reach," says Paul Fulton, Vice President of strategic accounts. "These principles are like a three-legged stool. All three legs are needed to be in balance."

InkChemistry helps identify the precise pigments to achieve the optimum levels of shade and purity, and the most ideal resins and additives for color creation and dot formation. A blend of these components will result in maximum color trapping, resolvability and drying along with other required ink properties.

Color Resolutions' technicians work with press operators and other key suppliers to select optimum hue angles, maximizing gray balance through the fingerprinting process to achieve color balance optimization. The customer is left with color management knowledge that ensures high quality and consistency for successful jobs time after time.

CRI partnered with Printron, Neenah, Wis., during the development and fine-tuning of TrueColorBalance. Printron representatives already had determined — from a color separation perspective — if the ink is balanced, gray balance would naturally follow.

"We are excited about TrueColorBalance," says Jack Fulton, Printron vice president of sales. "After a decade of asking ink suppliers to approach color reproduction in this manner, CRI has finally done it."

Bright, Pure Hues

The new TrueColorBalance set of process colors are formulated in CRI's SPx™ V5 series. Compared to other process colors on the market today, they are more transparent and have purer



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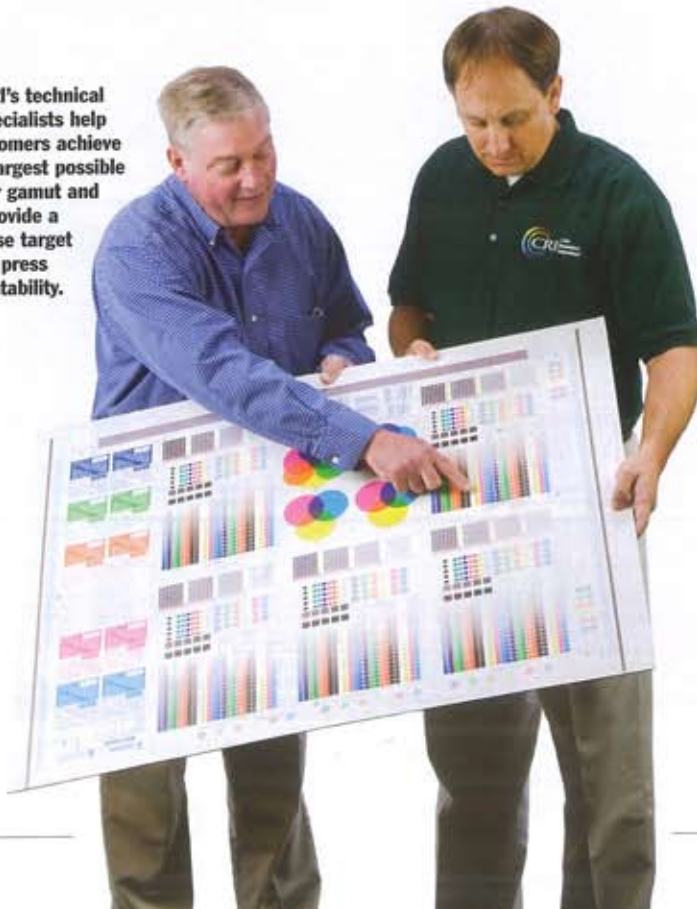
hues. The resin system allows for enhanced dot formation, superior trapping, and sharper and finer dots, all resulting in minimal dot gain. Due to the InkChemistry and resolvability, the SPx™ V5 Series supports running presses at design press speeds, requiring little to no plate cleaning during the run.

"This ink is phenomenal. Compared to all the other ink sets we have ever worked with, it delivers bright, pure colors," says Printron Color Analyst Bill Weber. "The CRI inks trap better, give better readings and better balancing. The chroma was so improved, beyond our highest expectations."

According to Printron, in the past when using higher density, unbalanced ink sets, color was lost. The overprints of red, green and blue, by comparison, were dull, especially, greens. They were the toughest. The best that could be hoped for was a forest or army green. Now, the greens are beautiful, vibrant and much cleaner.

"Having TrueColorBalance makes it easier to do the job," Fulton says. "Color separation adjustments are minimized in pre-press work

CRI's technical specialists help customers achieve the largest possible color gamut and provide a precise target for press repeatability.



Higher End Graphics

and the gamut of color is bigger. It delivers a wider range of colors and cleaner tones. Whites and other colors were brighter and the ability to get facial details was amazing."

He adds, "When we began adding orange and green to CMYK, we thought we'd see a huge difference in color, but surprisingly, the additional colors added very little to the spectrum we already got with TrueColorBalance."

The printable color gamut expands when TrueColorBalance is achieved, as demonstrated through a neutral gray balance curve. Significant and noticeable increases can be expected throughout the visible color spectrum. This creates a new world of opportunity for graphic designers to create fine images using a wider range of previously unachievable colors.

Reliable and Consistent

The new color management system gives operators and prepress suppliers a precisely defined target for process image reproduction, resulting in reduced waste, setup times, ink costs and no more color toning on press. It can be used on any substrate, but primary targets are clay-coated and white top.

When training customers, CRI technicians use InkChemistry to assist printers in collecting and measuring data to help establish data process controls, ensuring consistent, quality graphic reproductions on every run.

The company also has partnered with Corrugated Synergies International (CSI). During TrueColorBalance implementation, Jeff Dumbach and Giles Greenfield of CSI worked closely with CRI customers.

"With our former inks, we were getting nice dark, vibrant color, but we couldn't get the desired results with highlights and pastels," Dumbach says. "With TrueColorBalance, we now achieve pastels and highlights like never before, along with the deep, dark rich colors."

"With the old ink set, we'd experience small shifts in hue over a long run," he adds. "Now our hue is more stable, because for some chemistry



Carl Cecil



Joe Schinkert



Rudy Wiesemann

reason the ink is more stable and more forgiving. Even after running for eight hours, there just isn't a big color shift; there's very little maintenance, just pH and viscosity."

Market Breakthrough

TrueColorBalance takes into consideration the specifications introduced by FIRST 4.0 (Flexographic Image Reproduction Specifications and Tolerances) and G7. FIRST 4.0 supports process optimization when printing with process colors, while G7 supports "Near Neutral Calibration." GRACoL gave the new process the name G7: "G" for Gray and "7" for the seven solid ink values in the ISO 12647-2 standard. These are good starting points for achieving TrueColorBalance.

The CRI process is so predictable that multi-plant operations or independent plant alliances can duplicate images around the world. Dumbach says CSI ran an image in California and another in Chile, at Neopak, to compare the results.

Using TrueColorBalance, corrugated printers can achieve accurate flesh tones, wood tones, grays and deep saturated colors.



"We nailed it on the first attempt. We couldn't tell the difference between the two," he says. "What's even more amazing, we printed on different substrates – one coated and the other uncoated – and used different anilox rollers between the plants.

"We no longer have variables at the different plants; it's easy to resolve any problems because we all know where the target is," he says.

Customers have noticed an immediate improvement in the quality of the finished product. Raúl Ortega, technical manager with Neopak in Chile, has called this a market breakthrough.

"Our printing has been taken to a new level and it's being recognized by every customer...competitors, too," Ortega says. "I've even had litho printers call, wanting to know when we began printing lithography."

According to Ortega, most customers are very impressed with the light colors and effects that have been obtained with these inks.

Multi-plant operations or independent plant alliances can duplicate images around the world.

Corrugated Synergies International ran an image in California and another in Chile, at Neopak, to compare the results.

"The gold looks like it has metallic components in it, but none are used," he explains. "We are providing images with characteristics that only Neopak can deliver."

Wal-Mart representatives have contacted Ortega regarding the retail giant's Chilean operations. Because TrueColorBalance allows Neopak to perfectly duplicate images in Chile no matter where they were originally crafted, the company's services are ideal for businesses whose production must be consistent and predictable regardless of location.

Carl Cecil, graphics/educational specialist, Paul Fulton, vice president of strategic accounts, Joe Schlinkert, director of technology, and Rudy Wiesemann, technical and sustainability service manager, contributed this article. Color Resolutions International is based in Cincinnati, Ohio. For more information, contact CRI at 800-346-8570 or visit www.colorresolutions.com

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