

## KODAK

#### Save Costs | Print Green

Kristof Vanden Bussche Account Manager Kodak Belgium

## Increasing Sustainability

Everyone, quite rightly, has a focus on improving the environment

#### Governments, industries, individuals!

- Paris Climate Agreement
- Many companies committing to 100% renewable energy, including Apple, Facebook & Microsoft
- Social media is giving us all much greater awareness





#### Industries respond



#### **Renewable Energy**



#### **Energy & Water Saving**



**Electric Cars** 



**Recognising Pollution** 



### ... and so Is The Printing Industry

#### **FSC** Paper



#### **Energy Saving**



#### **Bio Inks**





Recycling







## How KODAK makes the difference

Software solutions Low energy CTP devices

## **Process Free Offset Plates**





# A Brief **History** of Plate Making

Ever since the early days of lithographic printing, printers have sought to improve the processes:

- Essentially to reduce cost and improve quality...
- Also to improve working conditions and sustainability





#### A Brief History of Plate Making

#### Plate technology has evolved to meet these needs...

- Simplifying by removing operations; film, for example
- Improved quality: first generation dots in CtP and then thermal imaging
- Improved working conditions by removing solvents from developers
- Improving sustainability, helped by reducing chemistry & water usage

# ... but totally eliminating the processing is the ULTIMATE goal...



## SONORA CANPRINT THAT



### Adoption of Process Free Plates





### Process Free Plates in the WW Print Industry

#### By 2018, about 20% of offset printers worldwide were using process free plates\*



\* Estimate based on Kodak sales and marketing data



### Now, with SONORA X Process Free Plates . . .

We believe that

**Up to 80%** of offset printers will be able to use process free plates

SONORA X Plates can replace unbaked processed plates

Continuing plate technology and equipment advancements, along with reduced run length requirements, will enable the remaining 20% to use process free plates





Because of these improvements, now, for just about whatever you're printing . . .



Offset Packaging

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UV & low-energy UV print



Heatset web applications

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Newspapers



Long-run commercial print



VLF Applications





#### But but but .....

#### **Imaging speed**

## Price Resolution Contrast

### **Fount Solution?**

**UV** inks

#### **Run length**

Scratches



## SONORA CANPRINT THAT



### The SONORA Technology



## The Advantages: Patemaking

- Save space
- Clean working environment
- Eliminate processor maintenance
- Eliminate chemistry storage, level checks, waste disposal etc...





## The Advantages: **Pressroom**

- Reduce plate remakes
- Faster make-ready
- Improved color stability





#### Non image are banding: weak developer



### **Brush marks: badly set processing brushes**

### Damaged coating: brushes too much pressure







#### **Developer redeposits: poor filter condition**



#### **Developer redeposits: overloaded developer**



### **Consistent** stable dots

Dots from processed plates vary over the life of a developer bath.

Giving less predictable dot gains that require more correction for colour standards / ink density to be met.

This results in an overall increase in paper waste and time before 1<sup>st</sup> saleable copy vs. Sonora X.

With Sonora X, the dot size going to press is always the same. No influence from developer activity.



Up to 4% dot shift can be compensated via ink density control.



### Faster make-ready







# Your Benefit: Save Costs Print Green

#### Get in touch....



#### **Kristof Vanden Bussche**

kristof.vaden.Bussche@kodak.com

0497 51 2653



Frank Nevejans fnevejans@atece.be 0468 56 8902 Filip Helsen fhelsen@atece.be 0468 56 8903





## **Thank You**