

PressLines

Volume 18, Number 3 | Summer 2008

Coldset Printing – Good for the Environment and Your Budget

Coldset printing, which includes a wide range of web presses that do not require heat to dry the ink, seems more right for the times than ever. The move toward sustainability programs is giving coldset printing a big lift because of its environmental friendliness. Coldset has these ecological advantages:

- Elimination of the **emissions** associated with heatset drying. Coldset inks dry through a combination of absorption and oxidation, eliminating the power and emissions that result from oven drying.
- Exclusive use of **uncoated papers**, which are not only more environmentally-friendly to manufacture, but are also more easily deinked.
- Incorporation of higher percentages of **soybean oil** in coldset inks.

Soy-based Inks Shine Environmentally

There are a number of advantages to using soy-based oils from both an environmental and technical design perspective. Replacing petroleum with soybean oil in printing inks utilizes a renewable resource and helps conserve finite petroleum supplies. It reduces emissions from greater than 30 percent VOCs to as low as 2 to 4 percent VOCs.

Also, the printing press can be cleaned with a water-based

cleaner, replacing a high solvent cleaner and further reducing VOC emissions. Printed products are more easily deinked in the recycling process and result in a less hazardous sludge.

Soy-based inks can be cleaner and brighter and more rub-resistant than petroleum inks. They are well suited to uncoated and recycled stocks because the ink doesn't spread as much, causing less dot gain.

The catch is that they take a bit longer to dry. That doesn't impact coldset printing as much



as other processes. For example, adding higher percentages of soy-based oils to heatset inks would require more heat, resulting in higher energy usage and higher emissions than soy-based inks could require.

Coldset Helps Alleviate Frozen Budgets

Coldset can also bring welcome relief to your budget. Coldset presses are less costly than heatset presses that require expensive drying technology and have higher operating costs. If your project can print on either

uncoated or matte paper, you might find substantial savings by converting to coldest. It's great for a wide range of products including:

- Parts and equipment catalogs
- Directories
- Books
- Technical manuals
- Newsletters and publications
- And many other uses

The key is to understand the differences between coldset and heatset printing, taking into consideration ink coverage, line screens and design factors that will influence the outcome of



your project. We suggest reading our *TechLines* article available at www.riponprinters.com on how to prepare your coldset printing project for best results.

Ripon Printers features commercial grade, coldset production presses that are capable of reproducing crisp halftones and color images at high quality levels. Our five coldset web presses offer up

to six-over-six printing in 16-page, 8-3/8" x 10-7/8" signatures.

For more information, please contact your Ripon Printers representative or make an email inquiry to sales@riponprinters.com. **RIPON**

Soy Content Standards

The American Soy Association (ASA) establishes the following minimum thresholds for inks to carry the organization's ASA Soy Seal:

- Coldset Newspaper – 30% for color inks and 40% for black
- Coldset Commercial – 30%
- Sheetfed – 20%
- Business Forms – 20%
- Heatset – 7%

Ripon Printers Joins Green Tier Program

Wisconsin Department of Natural Resources recently admitted Ripon Printers into the Green Tier program as a Tier I, or entry-level participant. The concept behind Green Tier is to support environmentally-innovative companies that go beyond minimum regulatory standards compliance. The program helps members achieve superior environmental performance while also improving their bottom line.

Rather than take a cookie cutter approach, Green Tier adapts to the needs of the company, community and environment through collaborative contracts, charters and environmental management systems. To be accepted, Ripon had to demonstrate a strong environmental compliance record as well as commit to implementing a formal Environmental Management System within one year. Ripon will also conduct and submit annual environmental audits and maintain an aggressive Continuous Improvement program.



Andy Lyke, president of Ripon Printers, accepts the Green Tier certification from Ron Kazmierczak, northeast regional director of the Wisconsin Department of Natural Resources.

"Green Tier provides a great platform for us to further enhance an already strong environmental commitment," said Andy Lyke. "We want to offer full assurance that our manufacturing practices minimize our customers' carbon footprint." **RIPON**

‘Snarf’ Jar works Wonders

Have you ever heard of a “snarf” jar? We have one. It’s in our mail list processing room... and it works great!

A snarf jar (and I’m not sure this is the official name of it) is a jar where people put in a quarter every time they either swear or say something negative. Loud guttural noises are only worth a nickel. (Snarf, which I think is a made up word by list processor Cate Wenzel, supposedly means making a loud strange noise when annoyed. Personally, I think Cate got the word out of a Dr. Seuss book.)

I believe the idea started when Vicky Trimble, Ripon’s mailing coordinator, noticed there were perhaps a few more “blue” words in the office than necessary and came up with the idea with the help of her workmates.

At first, it was pretty common



Andy Lyke

for one of the gals in the office to call someone on their choice of words. However, over time, both the people in the list processing room and others who would come and visit the list processing room started changing their choice of words. “It’s a much more positive environment,” commented Lisa Hunger, another

of our list processing gurus.

I can attest to the fact that when I go back to list processing, I always encounter smiling faces (and they smile even more if they find a reason for you to add to their snarf jar!) Although I didn’t think they had a problem before, the mailing team really seems to be together on this.

“We hardly put any money in it now,” reported Vicky, noting that at first they were going to take the money raised and have a margarita night. Now, however, they are going to donate the money to Lily Barthuly, the daughter of second shift prepress technician Josh Barthuly, who is battling cancer.

The list processors have had loads of fun with the jar and will keep it up with plans of future donations to worthwhile causes.

Snarf jar? Sounds more like a “smart” jar to me! **RIPON**

Ripon Leaps Forward with Digital Printing

Digital printing, especially the color variable data variety, opens new avenues for direct marketers and publishers. No one has time for irrelevant communications today, and recipients grow increasingly impatient with mailers who fail to pass the relevancy test.

Fortunately, new digital print technologies enable a wide range of personalized, ROI-building possibilities including:

- Custom publications
- Micro targeted catalogs
- Highly personalized direct mail
- Web-to-print fulfillment of custom materials

Ripon’s latest acquisition, a **Canon imagePRESS C6000** digital press, answers the call for both personalized data and quality reproduction. The press provides true 1200 x 1200 dpi resolution and 256 levels of grayscale. It consistently reproduces clear, sharp images with the lifelike skin tones, smooth gradients and

color accuracy needed in today’s marketplace. Variable data capabilities allow you to create highly customized print materials within a responsive, demand-driven environment.

To show you the quality of the print, this issue of PressLines was produced on the Canon imagePRESS.

In addition, Ripon will offer a complete “storefront” for ordering and creating personalized documents from online templates. This is a great application for a national sales force, distributor network and other channel partners. Authorized users can create personalized sell sheets and other materials within branding and pricing parameters determined by you. On demand fulfillment reduces inventory and obsolescence costs while providing responsive service.

For more information, please contact your Ripon Printers representative or send an email inquiry to sales@riponprinters.com. **RIPON**



PO Box 6 Ripon,WI 54971

FIRST CLASS MAIL
U.S. POSTAGE
PAID
RIPON PRINTERS



Ripon Printers is a
Wisconsin Green Tier Participant

4 | PressLines

IDEAlliance Awards Ripon Printers G7 Master Certification

The International Digital Enterprise Alliance (IDEAlliance) recently awarded Ripon Printers the G7 Master certification. G7 outlines methods to calibrate proofing systems and presses based on principles of digital imaging, spectrophotometry and computer-to-plate (CTP) technologies. The G7 principles are currently being applied to many types of printing including commercial and publication printing, newsprint and even flexography. G7 utilizes the existing ISO 12647

Standards as the basis for good printing.

Because the program's goal is to simplify calibration to help printers reliably achieve a close "visual match" from proof to press, G7 breaks from tradition by focusing on colorimetric data for gray balance in the midtones rather than on densitometric aims, i.e. dot gain, for each color. G7 is named for its grayscale calibration technique and the seven ISO ink colors it requires. To find out more about G7 Master certification

check out this link:

www.idealliance.org/g7master/about/

RIPON

