

# ING Conference 2016

## Dean Ginther – National Support Manager



**If you are currently supplying the newspaper industry with multiple technologies, answer/compare for both, i.e. violet and thermal.**

---

Fujifilm has an excellent portfolio of newspaper plates to offer. The offerings include two negative plates (one traditional CTP plate called LH-NN2 and a true “develop on press” (DOP) plate called Ecomaxx-TN.

We offer two Violet plates, one is the traditional CTP processor version called LP-NNV, and the other is a Low Chem option called Ecomaxx-VN. I will focus the questions below on the Ecomaxx-TN

# How is the plate actually “developed”? What actually happens to the coating, where does it go? It is/could it be a long term maintenance issue?

---

- Our Ecomaxx-TN is a thermal plate that is a true “develop on press” plate. The development process is basically performed by a combination of the fountain solution solubilizing and releasing the un-exposed coating from the aluminum substrate. The “tack” of the ink on the form rollers then pulls the unexposed coating off of the plate surface and transfers it onto the blanket which transfers to the paper (principle of operation is damp by fount should be the first step. For newspaper, “black starts” work, but a “white start” where damp occurs first is best). Our experience (100’s of users) shows that the developed coating is not in any way an issue with ink or fountain solution contamination as “A. the coating is carried away by the first few make-ready sheets and B. the coating is translucent and does not have the pigment required to change ink Hue.”
- The Ecomaxx-VN Violet plates are processed in a low chem single tank processor with NO water rinse or final gum sections required. Or can be used in existing customer’s processors with those sections (pre rinse, wash and gum) by passed or turned off.

# How do we know the plate is being exposed properly? How is it calibrated and checked to ensure the exposure is correct?

---

A Fujifilm plate specialist will determine the initial calibration is correct when installing the media parameters in the platesetter (power, focus..ect). During that process we use a specific plate measurement tool called a Techkon Spectro plate reader to measure dot area after the plate exposures have been optimized.

The 50% dot area on plate becomes your baseline exposure indicator; and can be used to measure and monitor QC. This procedure can be done in prepress with a simple procedure that will be demonstrated to the plate maker.

# Describe special handling requirements in both plateroom and pressroom. How have your users dealt with these.

---

The only special handling that we recommend, but not required; is to:

- Keep the plates out of direct white light for extended periods (greater than 1 hour).
- Keep the plates face down when not at press-side.

The unexposed coating acts like a slip sheet and protects the plate from common handling issues (like finger prints as an example). And to not use high alkaline plate cleaners (pH >8)

# What would your customers say were the outstanding issues or challenges with your plates today and how are you addressing these?

---

Small procedure changes in the pressroom, but most operators have not had any struggles if they embrace the plate technology. Operators' attitude does play a big role in the success or failure of the technology. The first most common comment is the image contrast after exposure to see the cylinder and page position information, but this is corrected by simply increasing the font size and making it bold. In a few cases, the optical benders and bar code readers need software upgrades to read the plates. Nela and Burgess both have solutions ready for this transition to DOP type plates.

According to a few pressroom supervisors; The side benefit to the lower contrast compared to traditional CTP plates is that it requires the pressmen to be more observant when looking at the information, which in turn reduces the number of miss hung plates.

# As a press operator, how will this plate perform versus my current plate? Settings, water, ink, start up procedures?

---

Once cleaned up by the initial press startup, The plates will run very similar to your existing plates, possibly with slightly less water. Operators usually will make minor adjustments on the first few runs and adjust to these settings quickly. You should see good, clean papers just as quick as existing plates. Many report as little as 20 – 25 papers but we would expect to match your existing make-ready standards. Press settings can affect this somewhat and we can work with the operators to achieve the best possible performance.

90% of the time the startup is just having the pressmen “hang and bang” the plates. “We find their current water and ink profiles works just fine for the development phase. The recommended is 5-7 revs of water (pre-damp) and then go on impression and start printing (allowing the ink to remove the unexposed coating as stated above). The other 10% is just dialing in the press to achieve the desired performance.

# Fujifilm Ecomaxx-TN in SLC First Run NO CHANGES TO PRESS SETTINGS





Thank you!

