

**Pressproof - Newsletter for
Production Team**

Dear Brad

One of the benefits of membership is the technical expertise provided by Printing Industries of America. Each month, Brad Evans, Printing Industries' senior research technician, discusses common production problems and issues. Evans has twenty-five years of experience in the industry and regularly consults on paper and ink interactions. He is frequently called upon as the contributing paper and ink specialist for industry publications and has served as an expert witness in court on issues related to paper and ink.



Brad Evans, PIA

Dear Brad:

Q: We are printing on a plastic substrate. The problem is that the large solids have dried, but the fine print is still wet after several days. Why?

A: The ink in the fine print has absorbed the fountain solution on the surface surrounding the print-this will cause the ink to dry more slowly.

Q: We are getting a deletion problem on our laser printer. The pattern is repeating sheet-to-sheet on one paper, but when we changed to another paper, the deletion problem went away. Why is this happening?

A: We believe that the repeating deletion sheet-to-sheet is referred to as "ozone deletion."

It usually indicates that the photoreceptor belt/drum may need replaced. The paper that it is not occurring on is probably more porous and absorbent.

Q: We printed and perfect-bound a small catalog. On the catalogs that were shipped, the content pages have yellowed. However, our retained samples did not. What is causing the pages to yellow?

A: We suspect that the catalogs were exposed to elevated temperatures and humidity during shipping. To test for this, place one of the retained samples in at over at 100°F for 24 hours- this will determine if heat was the cause.

Q: What is the maximum delivery pile temperature to assure that aqueous coatings will not block or brick in the delivery?

A: The general rule is no higher than 90°F. Some printers will run 90°F on the first side, then run the second pass at 85°F.

**PRINTING
INDUSTRIES
OF VIRGINIA**



PIVA Newsletter First Quarter 2010

CONTENTS

- Take Control
- Guide to Energy Efficiency
- Members Making News
- Copy Rights
- Letter Sized Booklets
- Make Word Shape Up
- Ethical Checklist
- Simplify - It's the Key to Working Smarter
- Tips by the Printing Industries of America Experts
- Bring Back our Stuff
- Dear Brad

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Take Control

Ken Rizzo, PIA Director of Technical and Lean Services, observes that across the industry there still exists a significant lack of process controls for offset printing. There are four primary areas of offset printing that printers can and should control to be able to consistently print well. If a press is not printing well, companies can be plagued by print quality problems, and excessive color variation, and effective color management maybe unachievable.

1. **Pressroom Color Control** - Solid ink density and tone value increase measurements are extremely important to recess control and print quality. Hand-held or scanning densitometers are tools that can quickly provide subjective information and feedback, and measure such variables as solid ink (SID), dot gain, or the increase in tone value (TVI). The data tells the operator if print quality is on target and under control.



2. **Fountain Solution** - Fountain solution effectiveness depends on consistent water and proper mixing-to manufacturer specifications- and maintenance fountain solution chemistry. A good water treatment system and fountain solution chemistry auto-mixing system should be in place and properly maintained and checked daily. The fountain solution in the press tanks must be checked a minimum of once per shift with a temperature probe and a calibrated pH and conductivity meter. The measured data should be recorded on a chart located at the press.

3. **Rollers** - The stripe settings to the plates

should be checked weekly at a minimum and maintained at the press manufacturer's specifications. The data should be recorded in the operation/maintenance logs. Heavier than normal roller stripes (the width of the roller's contact point) will cause the rubber to flex more at the contact nip points, resulting in increased energy and heat. One of the leading reasons for shorter roller life is the rubber breaking down from excessive heat. Roller maintenance includes weekly cleaning and upkeep. Weekly cleaning should include applying proper roller cleaner/deglaze chemicals to the rollers.

4. **Printing Pressures** - Printing pressures should be checked with a packing gauge every time a new blanket is mounted on the press. Blanket and packing thickness should match the press and blanket manufacturer specifications. This can be checked with a Cady gauge or a proper micrometer before they are mounted on the press. Important: do not rely on the specifications stamped on the back of blankets and packing. Excessive print pressures can lead to excessive tone value increase, which tends to lead to tone shifts in halftones and pictures.

Guide to Energy Efficiency

Whether you own or lease your building, you typically need lighting, heating, air conditioning, and power for office equipment. The U.S. Government offers a helpful Small Business Guide to Energy Efficiency to help you "Learn How to Go Green." For more information, visit www.business.gov/expand/green-business/energy-efficiency.

Calendar of Events

- **CSR Series Session 3 - Winning More Profitable Work Webinar**
June 2, 2010
12 pm
- **Opportunity is Out There. Turn it into Growth Webinar**
June 7, 2010
10 am
- **CSR Series Session 4 - Creating Customer Interaction and Feedback for Continuous Improvement Webinar**
June 9, 2010
12 pm
- **Improving Employee Performance Through Coaching Webinar**
June 10, 2010
2 pm
- **Women In Print Luncheon**
June 16, 2010
12 pm
- **CSR Series Session 5 - Improving Customer's Trust, Loyalty, Work Won, and Margins Webinar**
June 16, 2010
12 pm
- **CSR Series Session 6 - Working to Improve Department Performance, and Successful Employees - The Supervisor's Challenge Webinar**
June 23, 2010
12 pm

Members Making News



Hurray for B&B Printing

The folks at B&B Printing in Richmond have been busy this fall. From upgrading to the new ISO 9001:2008 Standard in August to adding embossing and foil stamping to their services. This October Michael Bland's shop was also designated a zero hazardous waste generation company by Virginia Department of Environmental Quality. Congratulations Michael!

T&N Printing Goes Green

The Forest Stewardship Council (FSC) granted Charlottesville printshop T&N Printing its Chain of Custody Certification in October.

Copyrights

When a client gives you a file, look to see if it contains any obviously copyright-protected images (e.g. the Disney mouse or the apple with a bite out of it). If it does, make sure that the client has permission to use the image. Remember also that a save-harmless agreement from the client won't necessarily help if the client turns out to be missing or judgment-proof when the problems start.

Letter Sized Booklets

The USPS has adopted a final rule effective September 8th setting standards for the mailing of letter sized booklets. These are mailpieces with a bound edge and three open sides (before sealing). The standards include minimum cover, weights, seal sizes, and placement. As always, check with your mailer or the USPS before you wind up with an unmailable job and a very unhappy client.

Make Word Shape Up

PaperSpecs, the online paper database for the design and print industries, has another valuable piece that offers advice on how to handle messy Word files. What can happen is annoying at best. Called "Degunkifying" Word Files and written by Anne-Marie Concepcion, it gives steps to take when Word formatting needs to be maintained when being imported to QuarkXPress. To read the article, visit www.paperspecspro.com/blog/?p=476.

Flint Group Joins SGP Patron Program

The Sustainable Green Printing Partnership has announced the addition of Flint Group to the SGP Patron program as a Bronze Patron. For more information about the SGP Partnership, the SGP Patron Program, and the SGP Printer certification process, visit www.sgppartnership.org.

Coyne Textile Services' Tony O'Connor Featured in Southtown Star

Tony O'Connor recently wrote an article for the Southtown Star about environmental concerns. In the article titled *Cleaning the Right Way*, Tony explains how "Doing right by the environment is a sound economic strategy." Tony also explains some of the products and services Coyne Textile Services offers. Check out the complete article at <http://www.southtownstar.com/news/opinion/guests/1854598,103009guestcol.article>

Ethical Checklist



Whenever you're faced with a tough decision, ask yourself three questions:

1. **Is it legal?** Will you be violating either company policy or the law?
2. **Is it fair and balanced?** Are all people involved in the decision being treated fairly - in both the short and long term?
3. **How will I feel when it's done?** How will the decision make you feel about yourself? Will you be proud of what you did? If it was published in the newspaper, would you feel good about your friends and family reading it?

Simplify - It's the Key to Working Smarter

Efficiency at work is more important than ever in these days of budget cutbacks and ever growing productivity demands. One of the key elements of working smarter is simplifying the way you work - and where you work. Here are some tips:

1. Schedule routine tasks into four segments: early morning, late morning, early afternoon, and late afternoon. Decide which tasks you perform best at what time of the day.
2. Organize your workplace. Remove from your space anything that you don't need constant access to, like a stapler or three-hole punch. Keep papers in appropriate baskets: pending, action, active projects, or to be filed. Deal with paper when you do administrative work.
3. Keep a to-do list to manage projects and activities. The list can help you maintain a focused list of priorities.

Tips by the Printing Industries of America Experts



Joe Marin, PIA Senior Analyst, Digital Technologies,

says that when it was first introduced by Adobe, transparency was (and to some degree, still is) a bane to the prepress production community. Transparency gives creatives the ability to incorporate elements into their designs that previously were not possible. However if transparency is not used judiciously in a document, problems can arise when the job is printed on press. One of the most common situations associated with transparency is, when it is used in conjunction with fonts, the fonts are sometimes converted to outlines. The problem with this is that when fonts are converted to outlines, the text becomes bolder, or "fatter." While you may not be able to see this easily on an inkjet proof or PDF file, you will most certainly see this when the job is output and printed on press. The solution to this problem is fairly simple: To keep fonts from converting to outlines when text is used

Bring Back Our Stuff!

Q-The president of my company terminated an employee one day after I had left the office. When we hired the employee, we provided him with company equipment (such as a hardhat, cell phone, and laptop computer), but the president was unable to get all of it back. What can we legally do to get the remaining equipment back?

A-The company should send a written notice demanding return of the equipment by a specific date. If the former employee refuses to return the equipment, you should seriously consider litigation.

Q-My general manager wants me to draw up a confidentiality agreement for employees to sign. He wants employees to agree not to

with transparency, make sure that the text is on the top layer of all objects in a transparency stack.

Gary Jones, Director, Environmental Health and Safety



Affairs,

says that we have recently received information that the State of Virginia is in the initial stages of changing their air pollution control regulations which will affect lithographic and letterpress printers in Arlington, Fairfax, Loudoun, Prince William and Stafford counties and the cities of Alexandria, Fairfax, Falls Church, Manassas and Manassas Park. Gary has already contacted the VDEQ to confirm their actions and will work with them on the rule development. Printers will need to adopt the changes as specified by EPA in the CTG for Lithographic and Letterpress Printing Operations.

A Notice of Intended Regulatory Action (NOIRA) was published in the Virginia Register in October. This is only a notification alerting interested parties that a rule is intended to be written. More information can be found in the

discuss things like employee discipline and evaluations with each other. I know we can't prohibit employees from discussing pay, but can we prohibit discussing discipline and evaluations?

A-There is a legal risk in requiring employees to sign this type of document. Such a restriction may make sense as far as controlling discussion in the workplace. However, it likely would be considered interfering with an employee's rights under the National Labor Relations Act.

Q-We are going to let employees attend a Friday/Saturday seminar at our expense. The seminar is optional, so the employees aren't required to go. We want to pay the employees who choose to go their usual

Notice of Intended Regulatory Action (NOIRA) Agency Background Document, which was prepared in August 2009.

Measuring Color

The measurement of color is critical for process control and is often an area of conflict with customers and when printing to standards and specifications. The question arises in businesses of how this color is communicated and transferred. Do all instruments give the same numbers? Are there problem colors and papers? To help address these questions, the Printing Industries of America's Center for Technology and Research has different instruments on the communication of color and the effect of materials measured. "The Spectrophotometer Inter-Instrument Agreement on Standard Reference Materials and



Printed Samples" report (yes we probably could have had a sexier title) also includes a communication checklist. Members can download this great resource for free at www.printing.org/free.

working hours for Friday but not for the attendance on Saturday because that isn't a regular workday. Since we are covering the costs of attending the seminar, do we have to pay them for their time on Saturday?

A-You would not have to pay the employees for attending the Saturday seminar provided the following factors apply:

- o attendance is outside regular working hours;
- o the employees don't perform any productive work during the seminar;
- o the program doesn't directly relate to the employees' jobs; and
- o attendance is voluntary.