

A thick yellow diagonal line runs from the top-left corner to the bottom-right corner of the page. There are also two thinner yellow lines forming a corner shape in the top-left and bottom-left corners.

Success Story Booklet
Graphics: Commercial Printing

Kodak

Kodak Sonora XP Process Free Plates

The future of water consumption in the printing industry

SAVE
265 million liters

Kodak projects the commercial print industry could save up to 265 million liters of water next year because of SONORA Process Free Plates.*

With SONORA Process Free Plates, a printer eliminates plate processing and all related water use.

0

No more water to clean the plate processor.

0

No more water to rinse the plate in a plate processor.

0

No more water to mix concentrated chemistry.



Process Free

KODAK SONORA XP Plates completely eliminate processing equipment and chemistry

Saving water matters

Many regions of the world are facing water shortages today, and regions where water seems cheap and plentiful now may face shortages in the future

80%

The water supply deficit in parts of Brazil, the most water-rich country on Earth.



Waste not, want not

Opportunities to conserve water exist everywhere, and in the print industry, we're helping you seize them.

30%

That's the percentage of U.S. cities that could face a scarcity crisis in the next four years. Thirsty yet?

Kodak Sonora XP Process Free Plates

Do what's right for the environment ... and for your business

You no longer have to make a choice between the environment and profitability when selecting a plate. **Kodak Sonora XP Process Free Plates** eliminate processing and chemistry from plate making, and they deliver the quality, productivity, and print capabilities your business needs to be successful.

Free yourself from processors and chemistry forever

Imagine removing the burdens of maintaining and running a processor while achieving better process control from eliminating all processing variables. **Sonora XP Plates** use Kodak's press ready technology to make process free plate making a reality. Just image, mount, and print.

Mainstream print production

Sonora XP Plates are unlike any other plate. They offer the cost and waste reduction benefits of process free plates, plus they deliver the quality, productivity, and print capabilities of mainstream processed plates. Not only can they satisfy the needs of commercial sheetfed print production, they also deliver strong print performance on commercial heatset and coldset web presses, in off set packaging applications, and even in short run UV. They're also available in 0.40 mm gauge and VLF size formats, making them suitable for a wide range of applications.

Enhance your productivity through streamlined plate making

Shorten plate making cycles by streamlining your production. With **Sonora XP Plates**, fast imaging speeds combined with the additional time and consistency gained from not processing plates deliver the enhanced productivity you need to increase efficiency and reduce the risk of press downtime.

Free to be more sustainable

Whether your goal is to be compliant or to position yourself as an environmental leader, **Kodak Sonora XP Plates** can help both in prepress and in the pressroom. **Sonora XP Plates** not only enable you to remove chemistry, water, energy and waste from plate making but they are capable of printing with recycled paper and board-stock, and IPA free founts often used to produce "greener" print.

Improved process free plate making

Thousands of printers worldwide are already experiencing the benefits of eliminating processing with **Kodak Thermal Direct Non Process Plates**. New **Sonora XP Plates** deliver those same benefits plus faster imaging, higher AM and FM screening capabilities, stronger plate image contrast and expanded print capabilities.

Free to be the printer you want to be

Sonora XP Plates deliver both reductions in operating costs and environmental impact while letting you differentiate your print. With mainstream productivity, quality and run length capability, the only things you have to lose with **Sonora XP Plates** are your processor and chemistry.

* Based on calculations using average water use and plate processing times of popular plate processors and projected sales of SONORA Plates for 2014.



Rave Scan focuses on every detail to bring brands to life through print

Business Demand

Rave Scan, started with their first commercial printing facility in Naraina, New Delhi, is one of the fastest growing printing houses in India. As the company looked to further expand its business within the publishing sector, it wanted to ensure its operations were fully equipped to deliver high-quality commercial printing jobs by maintaining control over its pre-press operations.

Solution

Rave Scan integrated a **Kodak Trendsetter Q800** Platesetter with Kodak Priner workflow software into their 40,00 sq. ft. commercial printing site in Gurgaon.

Benefits

- Increased productivity with throughput of up to 150 plates per hour
- Improved stability with **KODAK SQUAREspot** Imaging technology that delivers repeatable imaging with fewer plate remakes and adjustments in prepress
- Excellent image quality with 450-lpi screening; 25 micron **Kodak Staccato** Screening creates photorealistic images.

Rakesh Bhatnagar is the head of India's Rave Scan, a 20-year old venerable commercial printing house based in Gurgaon, just north of the capital city of New Delhi. The company established in 1993 as a Pre-Press bureau. Under the energetic leadership of Bhatnagar, Rave Scan transformed its operations

into a full-service commercial printing firm in 2005 when it began printing and finishing books and magazines. The company has built a sterling reputation among brand owners in India with its laser focus on ensuring quality at every corner of its operations.

Rave Scan' Managing Director, Rakesh Bhatnagar commented: "Our role as printers is to be just as obsessed with the representation of a company's brand as the brand-owner. The printed medium is often times the first interaction a consumer has with a brand and we want to ensure that first experience is perfect. That's what drives Rave Scan to continually look to the market to search for the best ideas and solutions to deliver on that promise."

Over the years, Rave Scan has built a formidable operation that has integrated its services, manufacturing workflows and communication systems. This set-up has helped ensure quality-control standards are tightly managed for each customer's specific requirements. In its pre-press operations, Rave Scan began employing CTP technology in 2005, where it saw immediate advantages to its operations productivity. However, while the company felt it was extracting gains in output and stability of the CTP plates on their presses, they were less satisfied with their ability to control finer details, like color consistency and accuracy.

"After a very successful decade in the market, we expanded our scope of services to cater to the publishing sector, including books and magazines. These are discerning clients, where

the printed product is the representation of their brand, so we knew we had to invest in better technology to deliver the expected results."

After evaluating a range of available CTP options in the market, Bhatnagar and his team decided to choose a full CTP solution from Kodak, which includes a **Kodak Trendsetter Q800** Platesetter with **Kodak SQUAREspot** Imaging Technology, **Kodak Staccato** Screening Technology, **Kodak Priner** Evo Workflow and **Kodak Matchprint** Proofing Software.

The benefits of the new system for Rave Scan's business became clear in the initial testing phase. Kodak India's Manager of Prepress & Unified Workflow Solutions commented: "Rave Scan quickly recognized the changes to their press room productivity. The **Kodak Achieve EM Thermal Plates** are low-maintenance, high resolution, stable plates, that print a much sharper dot, are much cleaner and line out more quickly on the first pull. The result is faster make-ready plate times and longer lasting stability during the press run."

Another important component of the solution for Rave Scan is Kodak's workflow software, **Kodak Priner** Evo. With the company's rapid growth, it felt it needed a more sophisticated approach to manage its increasing job load. Rave Scan's Bhatnagar added: "As our jobs have scaled alongside our growth, so the complication of managing customizations and last minute changes to our client jobs increased. The **Priner** Software

has helped to save us enormous amounts of time and effort by automating changes to color profiles."

The bottom line impact for Rave Scan is most apparent in the company's success in breaking into new markets. Bhatnagar is bullish of his company's future. "We continue to look at new opportunities to expand our business, with packaging a major priority that we've already gradually begun to move into with a phase-by-phase approach. We have already started adding machines in our finishing units, and bigger plans are in the pipeline to develop a unit that will specialize in mono carton and flute-packaging, so we will certainly be exploring solutions with Kodak."





Multiprint Litho rethinks pre-press operations to improve sustainability

Business Demand

Multiprint Litho of Johannesburg, South Africa built its reputation as an innovator in printing and as an advocate for running environmentally sustainable businesses. To advance this ethos, the company looked to introduce improvements to its plate making operation.

Solution

Multiprint Litho integrated **Kodak Sonora XP** Process Free Plate with a **Magnus Q800** Platesetter and **Prinergy** Workflow into its operations to increase overall productivity, while improving its environmental footprint.

Benefits

- **Kodak Sonora XP** Process Free Plate saves money and space, eliminating chemistry and plate processor costs and waste and reducing water usage.
- **Magnus Q800** Platesetters enable 450 lpi screening. Optional 20- or 10-micron **Kodak Staccato** Screening creates photorealistic images
- **Kodak SQUAREspot** Imaging Technology provides accurate, stable, repeatable imaging for fewer plate remakes, fewer adjustments in prepress, and exceptional print quality

Established in 1951, Multiprint Litho is one of South Africa's most prestigious printing houses, producing a wide range of general commercial print for local businesses and blue chip operations. Over its 60 plus year history, the company has grown by investing in cutting-edge technology and equipment that enables it to offer a range of services with focus on customer satisfaction and efficiency. Fundamental to this service is a very strong environmentally conscientious ethos, which is framed by the company's tagline, "Leading the way in sustainable printing."

David Baker, Managing Director at Multiprint Litho, commented: "We have a passion for print and are able very focused on providing advanced solutions that will save money and time for our clients and deliver superior quality print." It is this commitment to continued sustainability improvements that led the company to begin using **Kodak Sonora XP** Process Free Plate.

"We liked the fact that the plates offered high-quality thermal imaging and the complete elimination of plate processing," says Multiprint Litho's Managing Director, David Baker. "**Sonora XP** Plates help increase productivity, simplify operation and remove costs by reducing the number of steps required for platemaking."

The plates offer enhancements in both imaging speed and latent image contrast over previous generation technology, while providing the same resolution, reliability, accuracy and repeatability as traditionally processed thermal plates. They also improve stability and consistency of print due to the elimination of processing variations from removing the processor.

Sustainability on a plate

While quality was paramount, equally important were the sustainable benefits delivered. The attributes of the new plate enable

the company to pass on significant benefits to customers in terms of environmental responsibility along with increased productivity and stronger plate performance: "We are constantly aware of our environmental responsibility and the **Kodak Sonora XP** Process Free Plate have allowed us to eliminate our process chemistry," comments Mr Baker.

The plates are run on a **Kodak Magnus Q800** Platesetter and Multiprint Litho's Prepress Manager, Bronwyn MacFadyen comments: "Many users of the **Kodak Magnus** Platesetter are running **Kodak Thermal Direct** Plates, the first generation of Kodak's press ready plate technology. As the original test site in Middle East Africa, we have now switched to the next generation of thermal plates, the **Kodak Sonora XP** Plates."

Multiprint Litho's reputation as an environmentally proactive innovator ensured it was a natural choice says Mr. Baker: "It was known in the industry that we were in the market for an environmentally friendly plating system, and this is one of the best you can get. When you decide that you're going to be environmentally friendly, it doesn't happen overnight. It's a process we started some time ago. We started with our inks, and our entire plant now runs on vegetable inks (to ISO standard)."

"We then decided the next step was the plate making process, because this involves a huge amount of energy. A shop like ours was running about 500 liters of chemical usage every month to wash the plates and thousands of liters of water to complete the process. With the **Kodak Sonora XP** Plates, there are no chemicals or water involved, giving you true chemical free plates. Also, without a processor, the **Magnus** Platesetter takes up less space than a normal platemaker!"

He adds that together with using

FSC-certified paper wherever possible, Multiprint Litho is now reaching the stage of eco friendliness it always hoped to achieve.

Stand Out Productivity Gains While Multiprint Litho is maximizing the benefits of **Kodak Sonora XP** Plates' numerous environmental pluses there are plenty of productivity gains being made too: "With the **Kodak Sonora XP** Plates, we can make plates and be on the press, printing, in 10 minutes. We can also produce far more plates. We have come from 12 plates an hour to up to 42 plates per hour. This allows us to be much more reactive to change or ready to address the need to re-plate if there is a problem on the press. Press downtime is greatly reduced so the sales team can concentrate on finding additional business." Making workflow work Multiprint Litho's Kodak investment did not stop there explains Mr Baker: "We've also changed our entire system to integrate the brilliant **Kodak Prinergy** Workflow System and here there was quite a lot of training involved but with Kodak's help the process ran very smoothly. Integrating software elements so that everything runs as one complete hybrid unit is no easy task - it's an ongoing process." He adds the solution has significantly increased productivity and gets jobs onto plates and the presses far quicker.

"Multiprint Litho is a great example of how Kodak together with its local sales and service partner, Antalis South Africa Pty (Ltd.) help dynamic printing operations continually review and improve their service proposition to ensure they remain a key partner for their customers," says Katja Poetzsch - Category Manager Unified Workflow and Prepress Solutions, MEAF.



Signs Publishing doubles output with KODAK SONORA Plates

Business Demand

Signs Publishing of Australia is a 128-year-old full service design and print specialist. It has maintained its reputation for quality and speed by running an on premise start-to-finish operation. Looking to drive greater efficiencies into its operations the company looked to improve its plate making process.

Solution

Signs Publishing integrated **Kodak Sonora** XP Process Free Plates into its operations to increase overall productivity and quality leading to a doubling in the firm's output.

Benefits

- Increases productivity with faster imaging capabilities, while maintaining excellent print quality
- Reduce costs and increase sustainability through elimination of all chemistry, water, equipment and energy in the plate making process.

There's a reason why the Signs Publishing Company from Victoria, Australia had been around for nearly 130 years. For one, throughout its existence, it has always had an unwavering commitment to quality and outstanding customer service. Second, it's a company that has always understood that to thrive over such a long period, the ability to constantly innovate and adapt to an ever-shifting business landscape is vital. That's certainly evidenced by the firm's expansive portfolio, which has grown to include everything from books, banners and brochures to point of sale and yearbooks.

Recently, Signs set out to solve two challenges. The first was an increasing demand from customers to deliver their jobs more rapidly. At the same time, the company recognized its current thermal plate making process was not delivering on the image quality standards it desired.

After evaluating its options, Signs Publishing decided the best route to take was to switch to a computer-to-

plate (CTP) model offered by **Kodak Sonora** XP Process free plates. With **Sonora** XP Plates, printers can increase productivity, simplify operations, and lower costs by reducing steps in the platemaking process. At the same time, **Sonora** XP Plates eliminate the need for processing and chemistry, thus reducing energy and natural resource consumption.

The less processes involved, the faster the throughput, as pre-press manager Greg Howse from Signs Publishing in Warburton, Victoria explained. "We've been able to halve our exposure time with the new generation **Sonora** XP plates and that's made a dramatic difference to the workflow. We've literally doubled our output."

Tony Harvey, Kodak Australia Marketing, explained "The main benefit from the improved process-free plate is that it maintains the good points of thermal direct plates, but with faster imaging and stronger plate image contrast, among other benefits".

In addition to the productivity benefits, using the process free **Sonora** XP plates also means the company can continue to reap the benefits of not having to bear the costs and environmental impact associated with chemical processing of thermal plates.

Howse commented: "With **Sonora**, there is no need to purchase and dispose of chemicals, which is especially important to our operation as we are nearby the Yarra River. As a result, we're running a leaner operation that continues to reap the benefit of reducing our company's environmental footprint."

Kodak

Kodak's Harvey commented:
"Our hope is that the end user benefits from a combination of all these new features, reaping excellent print quality and running a sustainable organization where they no longer have to make the choice between profitability or their sustainability."



PT Indonesia Printer gears up for long-term scalable growth

Business Demand

To capitalize on a rapidly expanding market for print services, PT Indonesia Printer looked to build a more scalable printing infrastructure that could deliver increases in productivity, speed and higher print quality.

Solution

PT Indonesia Printer integrated **Kodak's Magnus** Platesetter with **Prinerly** Connect Workflow software resulting in plate output increase across its operations.

Benefits

- Excellent image quality with 450 lpi screening. Optional 20- or 10-micron **Kodak Staccato** Screening creates photorealistic images.

- Greater stability with **Kodak SQUAREspot** Imaging Technology providing accurate, stable, repeatable imaging for fewer plate remakes, and fewer adjustments in prepress.
- Increased productivity with throughput of up to 62 plates per hour.

PT Indonesia Printer is one of the largest Commercial printer's in Indonesia, with a reputation for delivering high quality printing for a range of products including magazines, coffee table books and other high demand published products. It's a company that has been growing fast in an economy that has been one of the brightest in South East Asia over the past decade. The growth of the domestic demand for printing products over this

period has been robust, averaging 17% per.

For PT Indonesia Printer, the pace of growth in the market has meant that to stay competitive it has to continually reinvest in new technology. This has been especially important to give its operations an edge in a market with over 1,000 large to medium sized printing firms competing for business. As the company sought power up its growth plans, it identified its pre-press operations as an acute bottleneck in its operations.

Victor Ho of PT Indonesia Printer explains, "At the time we were evaluating how to equip our company for long term growth, it was clear that our platemaking was an impediment. We only had the capacity to produce at maximum, 12 plates per hour." After a review of the market, PT Indonesia Printer chose to replace

productivity and stability, but because of its modular design we were confident that when we needed to increase production it would be a seamless process."

"With **Kodak Magnus's** modular and open design, PT Indonesia Printer has been able to grow their business and add on new Kodak Solutions accordingly without making a totally new investment in technology. They started with a **Magnus 800** with full **Prinerly** Connect in 2007, as production grew they added another **Magnus 800 V** speed in 2009 and another **Magnus 800 Z** speed in 2010."

The roll-out of this new system over the past few years, has enabled PT Indonesia Printer to go from producing 12 plates per hour to nearly 60 plates per hour today. Aside from the gains in productivity, the company has seen big benefits from

big time efficiencies in pre-press and the result when we go to press is a superior product for our customers, which is what matters the most."

As PT Indonesia Printer's operations scaled up with the addition of their new platesetters, they chose to drive even greater productivity and process into their operations with **Kodak Prinerly** Workflow software.

"The combination of **Prinerly** and **Magnus** means that our entire workflow is much more tightly integrated. We can go from file to pre-press in one process, where all the proofs are generated, impositions are done automatically, and files are driven to the plate setters and then onto the presses. We're able to transform a manual process into a automated one, freeing up staff to focus on higher value work for our customers."



Looking to the future, PT Indonesia Printer has its eyes focused on the growing packaging market, where it sees an opportunity to capitalize on its investment in its pre-press operations. "With the scalability of Kodak's solutions, we're able to look at new market opportunities for expansion with the assurance that our investments in technology are able to grow in parallel with our ambitions."

its existing system with a **Kodak Magnus 800** Platesetter and Kodak plates. Ho discussed his decision, "As our company was gearing for growth, it was important to us that we identify a technology solution that could easily scale with our business. When we evaluated the Kodak system, it was a clear winner. Not only did the system beat out the competitors in its speed,

improvements in print quality, which has been a major differentiator for them with customers.

Kodak SQUAREspot technology is a big improvement over our old system. We're now producing sharper color on the first go and coming up to color more quickly and matching our proofs more easily. This has translated into



To learn more about Kodak Solutions, please visit
www.kodakasia.com/winning-applications

For more success story details, please contact:
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