



commitment



## Prizm is committed to the environment

All of our presses have been converted to waterless technology. Our waterless printing process utilizes recycled paper with no intermediate use of film, chemistry, or pre-sanitized plates.

### What is Waterless Printing?

Waterless printing is an offset lithographic printing process that eliminates the water or dampening system used in conventional printing. It uses a special silicone rubber coated printing plate, special ink, and typically a means of temperature control on press.

### How does this benefit the environment?

Waterless printers have recorded dramatic conservation of our water resources. A printer in Switzerland, operating one of the world's first waterless web presses, eliminated the use of approximately 250,000 liters (about 66,000 gallons) of water in one year.

Because presses running waterless come up to color and register so much faster, and hold those consistently throughout the press run, paper savings of 30 percent to 40 percent have been reported. In addition to saving trees, that also represents a significant manufacturing and paper cost savings.

We use recyclable, non-toxic, thermic processed plates, where neither chemical development, nor toxic waste disposal are required. The printing technique used eliminates chemical waste produced in the dampening systems of traditional printing machines. Waterless printing plates offer quick roll-up to color and thereby reduce set-up (make-ready) paper waste. Chemically tainted waste water from traditional offset printing is also eliminated.

The use of substitute inks can reduce concerns associated with the use of conventional petroleum-based and solvent-based inks. Prizm presses use vegetable oil-based inks. Although inks are not always considered the major source of volatile organic compounds (VOCs) in the printing industry, the decision to use substitute inks is a beneficial part of an overall toxics use reduction program and can help reduce the use of hazardous or toxic substances in other materials such as cleaning solutions. Waterless printing eliminates dampening-related VOCs from the traditional printing process. Some VOCs have been linked to the deterioration of the earth's protective ozone layer and, consequently, to global warming.

## What are the benefits to our customers?

Waterless plates are capable of extremely high screen rulings and, as a result, apply more ink to the printed piece. This results in a much larger range of colors in four color process printing. Since the water dampening chemistry is taken away, the printing ink cannot become emulsified. Thus, cleaner, sharper images are made possible.

- **Consistent Color:** Eliminate the vagaries of the dampening system and you get more consistent color throughout the press run.
- **Better Color Saturation:** Four-color process ink densities have averaged 20% higher than SWOP standards. A benefit designers and print buyers love.
- **Low Dot Gain, More Detail:** The inherent low dot gain of waterless lets you run higher screen rulings for much better detail. Waterless works well, regardless of the screen rulings. Even if you run 175 line screens, you'll print a better product.
- **More Paper Options:** Waterless is great for printing on stock you'd normally stay away from with conventional printing.
- **Better for the Planet:** The reduction in dampening usage and paper waste are strong benefits that are now beginning to make themselves felt among those concerned with environmental issues.



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