Ask the Technical Experts!

One of the benefits of membership is the technical expertise provided by Printing Industries of America. Our technical experts from the Center for Technology and Research discuss common production problems and issues. The Center for Technology and Research helps members with environmental, health, and safety concerns; consulting and on-site technical assistance; Technical Association of the Graphic Arts; technology training; and simulators.

Q. I'm about to purchase the first wide-format printer for our company and I'm not sure whether to purchase a latex or solvent-based inkjet printer. I anticipate using it for a wide variety of applications, including the possibility of wraps. Do you have a recommendation?

A. There are a variety of considerations, including durability of outside displays, odor, environmental requirements, drying time, head replacement frequency/cost, ink cost, media range, and sustainability. Latex fades earlier when outdoors (still lasts several years), but has no odor, poses fewer environmental or sustainability issues, prints well on porous substrates, and dries quickly. What it doesn't do is print on rigid surfaces, since latex printers are currently roll-fed. Solvent uses less expensive ink and the equipment cost may be less expensive. If you want maximum flexibility, consider a LED UV printer that can print both flatbed and from rolls.

Q. What is the recommended delivery pile temperature for aqueous coating?

A. The temperature of the delivery pile should be in a range of 85–100 degrees Fahrenheit. Higher temperatures can soften some aqueous coatings causing the sheets to stick together. Heat from an IR dryer will remove moisture from the substrate; too much heat causes excessive moisture loss, contributing to static build up, cracking during folding, and dimensional changes in the size of the sheet. Aqueous coating dries primarily from high volumes of dry warm air, not the IR dryer itself. Check with your coating manufacture for their recommendations.

Q. What I see when I open a file in Adobe Acrobat isn't always what I get when I print it. What causes this to happen?

A. While PDF files are, generally speaking, a WYSIWYG format, there are many situations in prepress that can cause inconsistent output. The key is to make sure that Adobe Acrobat is set up to properly preview the output. When work is created in InDesign or Illustrator, elements in the design can be set to overprint. Acrobat DC, by default, does not display these overprinting

objects properly. To set Adobe Acrobat DC (or even the free Adobe Reader application) to preview objects that overprint accurately, go to *Adobe Acrobat DC > Preferences > Page Display*. Under the *Page Content and Information* section, set Use Overprint Preview to *Always*. Moving forward, any objects that contain overprint attributes will now be displayed properly.

Printing Industries Resources:
Offering unbiased and confidential results, Printing Industries of America provides a range of testing and laboratory services to help solve printing-related problems. For more information, please contact Jim Workman at 800-910-4283, ext. 710 (direct 412-259-17810), visit www.printing.org/labservices or email labservices@printing.org or jworkman@printing.org.