



# Liberty™

## A Sheetfed ink designed for unmatched productivity

Kohl & Madden's new Liberty™ inks represent an unprecedented, innovative technology designed to maximize productivity and print quality, thus reducing the total cost of printing.

They were recently developed through the combined efforts of Sun Chemical's worldwide Research and Development Team working in conjunction with VOC Free Inc., a specialty research group. **This is a conventional sheetfed offset ink system formulated to dry in minutes instead of hours.** No thermal, IR, UV, or EB curing is necessary. Depending on ink coverage and paper type, you can expect to finish most of your demanding work in less than an hour after printing.

By design, Liberty inks can reduce paper waste up to 50% because of their unmatched press print stability. Paper is one of the printer's largest manufacturing costs, and even a savings of a couple percent can have a major impact.

In extended field testing, Liberty comes up to color almost instantly, reducing start-up and running waste. Liberty is formulated to maintain essential ink performance characteristics such as tack, flow, and transfer under the most extreme press operating conditions. These properties allow printers to easily maintain density, trap and dot gain during press runs, reducing stops needed to clean blankets and plates or make other press adjustments.

In addition, Liberty inks are VOC-free based upon EPA Method #24 testing and accepted industry standards. These inks don't contain cobalt dryers, which make them even more environmentally friendly.

The Liberty system is also "stay open," which means that no drying occurs on press. You can feel secure leaving it on rollers for extended periods without fear of drying problems. At the end of a job or day, simply clean the plates and blankets and the press is ready for the next job. Use of spray powders is a continuing problem in most pressrooms. Liberty allows up to 50% reduction in powder usage. This holds true even during perfecting and high-coverage jobs.

Many printers use water-based coatings so they can quickly cut, bind and ship orders. Because Liberty inks dry so quickly, the use of coating can frequently be eliminated. Liberty allows die-cutting, laminating, off-line coating and laser imprinting almost immediately after printing. Faster job turn-around is now a reality. Liberty inks also perfect remarkably well without build-up or marking.

### WHAT THIS MEANS TO YOU – Unmatched productivity & lower manufacturing costs

- Up to 50% reduction in paper waste
- Shorter make-readies and less time to color.
- Nearly instantaneous drying for same-day finishing and shipping.
- Elimination of coatings now used to help finishing
- One ink for all pressroom needs
- Unmatched running stability
- Ability to greatly reduce spray powder (and related maintenance costs)
- Use lower paper grades and still achieve outstanding print results
- Compatible with a wide range of paper stocks, some plastics and board.

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In today's ever-changing economy, successful printers strive to minimize operating costs so they can offer the most competitive package of service and price possible. Sacrificing plant productivity is no longer needed. Jobs can now be printed and finished in half the time. While ink represents a small percentage of the total cost of printing, it can have an enormous effect on manufacturing costs. Ink performance can significantly impact paper costs, labor, and overhead. Formulating an ink that helps in all these areas was a primary target of Liberty. Kohl & Madden works diligently to serve your printing needs, offering the widest array of high quality products with the most extensive service network. K&M understands your ever-changing needs. The creation of Liberty inks demonstrates our focus on real industry challenges facing printers today.

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