





THE PLAIN DEALER

Are High Strength  
Inks Cost Effective?  
Experiences from  
Cleveland

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**ING 2018**

# Tiedeman Production Center Brooklyn, OH

- Full production April 1994
- Four Goss Colorliner presses  
Six 4x4 towers
- Opened using NAA Volume 7 ad litho inks
- Began testing 50% stronger ink in 1995, converting cyan and magenta
- Testing showed ink usage decreased on cyan 18% and magenta 22%
- Dampener settings reduced by 8%



# Are High Strength Inks Cost Effective?

## Experiences from Cleveland

- Began testing 100% stronger ink 1996, converting cyan and magenta
- Testing showed ink usage decreased on cyan 20% and magenta 21%
- No significant differences in print quality
- Earned IFRA Color Quality Club entry



# Are High Strength Inks Cost Effective? Experiences from Cleveland

- Began testing high strength yellow ink in 2001
- Testing showed ink usage decreased on yellow by 24%
- Full yellow conversion in 2002



# Are High Strength Inks Cost Effective? Experiences from Cleveland

- Lab testing showed:
  - High strength inks use .72 grams/sq. meter
  - Ad litho inks use 1.3 grams/sq. meter
  - 45% less high strength ink needed

**Confirmed! Right?**





# Are High Strength Inks Cost Effective? Experiences from Cleveland

- 2002 test results showed a 40% reduction
- 2006 test results showed a 33% reduction
- 2010 test results showed a 26% reduction
- 2017 test results showed a 22% reduction

**Busted! Right?**





$L = L - R$   $T = \frac{1}{2}$   $\Delta V = \Delta V$   
**CONFIRMED**

**BUSTED**

$L = L - R$   $T = \frac{1}{2}$   $\Delta V = \Delta V$   
**PLAUSIBLE**