



Tiedeman Production Center Brooklyn, OH

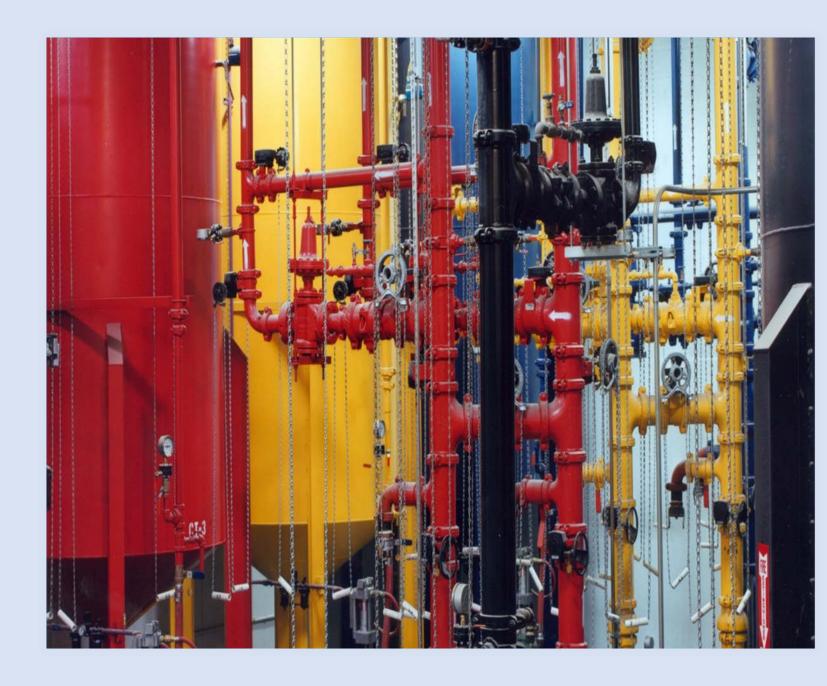
- Full production April 1994
- Four Goss Colorliner presses
 Six 4x4 towers
- Opened using NAA Volume 7 ad litho inks
- Began testing 50% stronger ink in 1995, converting cyan and magenta
- Testing showed ink usage decreased on cyan 18% and magenta 22%
- Dampener settings reduced by 8%



- 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



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



- 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?





- 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?





BUSTEDI

PLAUSIBLE