

Unlock Hidden Savings with **KODAK SONORA** Process Free Plates





For small printers, pressroom benefits can be *triple* the total prepress savings, and for the largest printers these hidden benefits can increase savings by a factor of 8.

Unlock Hidden Savings with SONORA Process Free Plates

To remain competitive, printers today must optimize their print manufacturing processes. The good news is there are many tools available to streamline processes and reduce costs. For example, Lean Manufacturing and Six Sigma remove waste and reduce variation systematically in manufacturing processes, providing both direct and indirect cost savings.

Similarly, SONORA Plates allow a printer to simplify operations, which reduces waste and variability. The visible cost savings, such as removal of processing consumables from the prepress operation, are substantial. However, the more significant **HIDDEN savings are in the PRESSROOM.** These

hidden savings come from reducing process variability, which directly reduces press waste.

Thousands of printers have already benefited from substantial savings by switching from conventional wet processed plates to SONORA Plates.

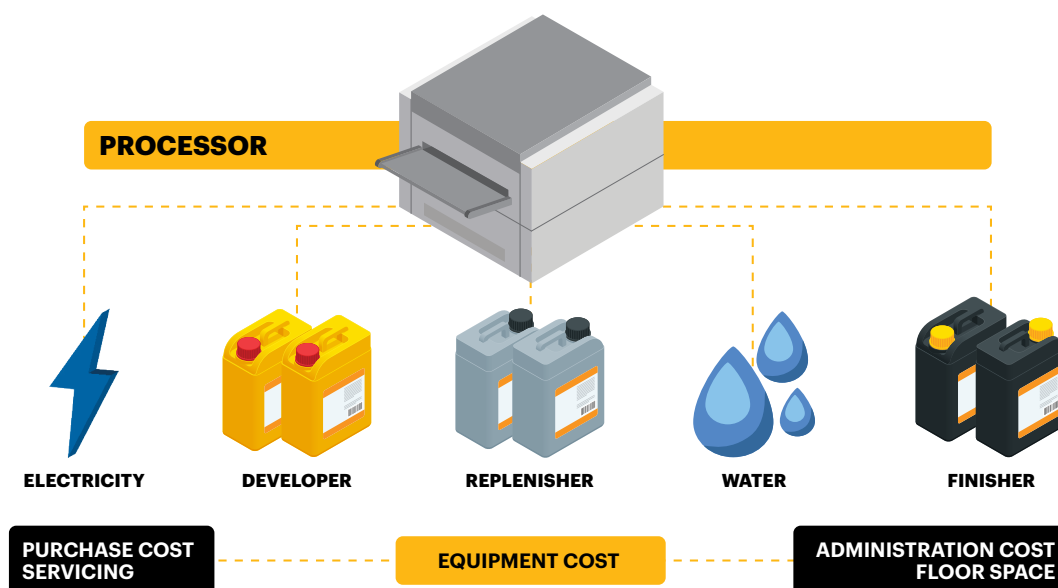
This paper will highlight the savings opportunities provided by SONORA Process Free Plates:

- In Prepress – visible cost savings and opportunities for added value
- In the Pressroom – hidden savings – those less obvious, but not less important, savings

STREAMLINING PREPRESS

In Lean Manufacturing terms, “waste” is any activity that does not add customer value. Eliminating waste frees up resources (e.g. people, time, space) to use for value-added operations. In prepress, the removal of the plate processing step brings with it both direct cost savings and value-added opportunities / reduction of waste, resulting in a more streamlined, efficient and lower-cost process.

RESULT OF SWITCHING TO SONORA PLATES	DIRECT COST SAVINGS	VALUE-ADDED OPPORTUNITIES
No developer or “clean-out” finisher	Eliminates developer and gum cost	Reduced consumable inventory Reduced warehouse space usage Reduced people moving and tracking consumables
Reduced utilities	No rinse water or water for washing No electricity for processor	
Reduced waste	No disposal costs for chemical waste	Improved regulatory compliance, less monitoring and paperwork Reduced warehouse space usage Removal of PPE and operator training Reduced packaging waste Reduced people moving and handling waste
No processor maintenance	No service contract	No cleaning downtime No unplanned downtime No operators for cleaning and maintenance Reduced inventory on equipment spare parts
Reduced prepress footprint		No processor in prepress CTP can be moved to pressroom
No processor capital	Reduced capital	



The table below illustrates typical prepress savings by customer size.

PREPRESS SAVINGS BY CUSTOMER SIZE		
CUSTOMER SIZE	ANNUAL PLATE VOLUME, M ²	ANNUAL PREPRESS DIRECT SAVINGS ¹
Small	5,000	\$6,000
Medium	20,000	\$11,000
Large	100,000	\$40,000
V. Large	400,000	\$140,000

1 – These savings do not include opportunities for increased value-added operations

Reducing Waste on Press

Printers know that issues causing downtime or waste on the press have a higher impact on production costs than downtime or waste issues in prepress. Costs of paper, ink and press time are among the highest running costs for a typical printer. Printers also know that prepress is sometimes the origin of issues that they see on press. Prepress processes that use conventional, wet processed plates have a significant, direct impact on press, and eliminating the processing step in prepress allows printers to unlock hidden savings in the pressroom.

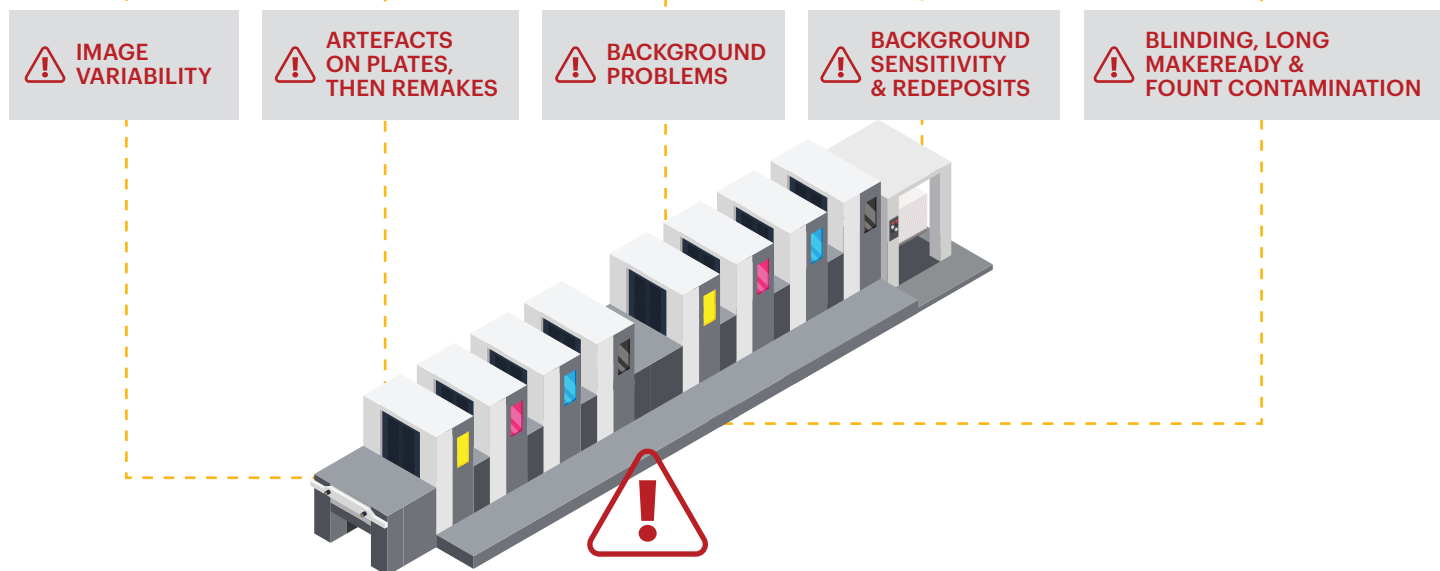
What exactly is the impact of prepress in the pressroom? Any defect on the plate arriving in the pressroom will lead to a quality failure, which means wasted sheets and press downtime to remake plates. Most of these plate defects are a result of issues with the processing in prepress.

PLATE PROCESSING DEFECTS / CAUSE

The following graphic shows how normal variation, errors, and processor problems can cause plate defects that require plate remakes, cause significant pressroom waste, and can even shut down the presses.

DEVELOPER	PROCESSOR PARTS	REPLENISHER	WASH	FINISHER
• Developer Age • Top up rate • Temperature • Faulty heater / chiller • Blocked filter • Blocker spray bars • Blocked pump	• Brush condition • Brush / roller pressures • Roller delamination / blisters • Plate crashing / jams • Mechanical wear (bearings / chains) • Pump flow rate • Developer bed setting	• Replenishment rate • Empty bottle • Water run back (diluted chemistry) • Oxidation	• Insufficient washing • Blocked spray bars • Low water pressure • Blocked drain • Developer carry over • Water hardness • Bacterial growth	• Thin gum layer – scratches • Thick gum layer – blinding • Empty bottle • Contaminated with dev carry over • Weak / aged gum • Poor dilution – operator error • Faulty dryer / fans

PROCESSOR DEFECTS



During customer service calls, Kodak technicians have documented many plate defects caused by processing. You can see examples with photos of actual customer issues in the white paper, On-Press Benefits of KODAK SONORA Process Free Plates. All these defects made their way to press and had significant cost implications. None of these issues would have happened if the customers had been using SONORA Plates.

With today's highly automated presses, which involve minimal human inspection of plates, there is a much higher risk of plates with processing issues going to press. Once the press starts to print these processing mistakes, the high costs in the pressroom start to mount up:

- Press downtime
- Paper / ink waste from failed make ready
- Remaking of plates (often multiple sets will have the same processing mistake)

These costs are significant and encompass the less obvious costs that printers often overlook when initially thinking about the benefits of going process free.

The table below lists typical press savings by customer size.

"HIDDEN" PRESS SAVINGS BY CUSTOMER SIZE		
CUSTOMER SIZE	ANNUAL PLATE VOLUME, M²	ANNUAL PREPRESS SAVINGS
Small	5,000	\$14,000
Medium	20,000	\$55,000
Large	100,000	\$275,000
V. Large	400,000	\$1,100,000

TOTAL SAVINGS

Switching to SONORA Process Free Plates from a conventional, wet processed plate streamlines printing operations and reduces waste, resulting in significant savings in both prepress and the pressroom.

The table below provides an estimate of the TOTAL annual savings, including the hidden savings in the pressroom.

CUSTOMER SIZE	ANNUAL PLATE VOLUME, M²	TOTAL ANNUAL SAVINGS	% SAVINGS PREPRESS	% SAVINGS PRESS
Small	5,000	\$20,000	30%	70%
Medium	20,000	\$66,000	17%	83%
Large	100,000	\$315,000	13%	87%
V. Large	400,000	\$1,240,000	11%	89%

ADDITIONAL OPPORTUNITIES

These savings figures do not include the additional opportunity for increasing value-added operations:

- Operators who ran processing operations are free for new activities.
- Space required for consumable inventories can be used to streamline warehouse storage.
- The smaller footprint of platemaking can be moved closer to the press for streamlined operations.
- Space freed up in prepress provides opportunities for additional operations.

ENVIRONMENTAL BENEFITS

Finally, don't forget about environmental savings. Reducing environmental impact not only is important for the health of our planet, but also can reduce compliance costs, improve worker safety and satisfaction, and impress customers.

Sustainability Improvements with SONORA Plates

- No processing waste
- Less water usage
- No transportation of developer and waste
- No disposal of hazardous waste (developer / filters / wipes)
- Packaging and pallets going to the landfill
- No CO² for processing electricity / developer production
- No gum biocide
- No need to treat water for hardness
- No leaks and damage due to a chemical spill (HS&E)
- No water leaks
- Less ozone



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CONCLUSION

Many printers understand that switching to process free plates will simplify their prepress environment and bring obvious, tangible savings, specifically with respect to the processor running costs. These savings are visible and readily accepted.

The hidden and more significant savings that can be realized in the pressroom environment need to be explored in greater depth as they are not as immediately obvious.

Any incremental improvement in the pressroom can have significant economic benefits for the printer; these can be vastly above and beyond the prepress savings. Any printer who is looking to improve their costs should consider the long-term benefits from eliminating the processing step, the associated plate variation, and the multitude of possible plate processing defects.

Only SONORA Process Free Plates have the optimum balance of features that enable maximum savings. SONORA Plates enable a leaner operation with less waste and significant upside benefits for printing stability, make ready improvement, and press utilization. All these improvements add to the cash-generating ability of a pressroom operation while playing an important role for the environment.



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