



Corporate and special inks for newspaper printing

Despite the increasing number of four-high units and the desire on the part of the printhouses to be able to create all decorative and special colours and HKS® hues separately using the 4-colour process, there is still a variety of customers from the advertising world who repeatedly demand that a particular special or corporate colour be produced as a pure decorative ink.

One example of this is the special ink named “Media-Markt Red” (Media-Markt is a leading consumer electronics chain store in Germany). This was created through combined printing of 100% Yellow and 100% Magenta. It served as the original for matching the colour of this special ink and was approved by the advertising agency.

Use of this ink guarantees that the print results obtained for all ads printed for Media-Markt are identical irrespective of the printshop in which they have been produced.

Colour matching and coloristics

In principle, it is possible to colour-match all originals on newsprint. The most frequently used original is the PANTONE® colour gamut, but it is just as feasible to colour-match to other colour specifications.

Since the substrate has a considerable influence on the print result, certain colour tones appear dirtier. Apart from that, the ink transfer characteristics depend on the structure of the stock, the setting speed and the unevenness of area coverage.

Corporate and special inks are formulated for a typical ink application of 1.2 – 1.3 g/m².

The inks are ground to such a degree that they are of “HIT” quality, and they are also ready to use. They are available in consistencies for overshot and undershot inking systems and for offset anilox.

The aim of our TI's is to provide our customers with information and advice that is as comprehensive as can be. However, the applicability of values estimated on the basis of past experience and of laboratory results in Full scale Production applications depends on a wide variety of factors over which we have no influence. For this reason, we do ask you to understand that the advice we offer cannot be deemed as a basis for claims should the end result not be the one desired.