

# Ink Reduction with Effect - ppi InkReduction

## Saarbrücker Zeitung, Germany



### Facts and figures

Saarbrücker Zeitung Verlag und Druckerei GmbH is a media group located in the German state of Saarland, which also holds a majority interest in Saarländisches Wochenblatt Verlagsgesellschaft mbH. Publications produced by its subsidiaries are the Pfälzische Merkur (Zweibrücken), Trierischer Volksfreund and Lausitzer Rundschau (Cottbus). The group is also active in the field of postal services, telephone books and yellow pages, web portals and IT services. Its subsidiary euroschrift S.A., with headquarters in Luxembourg, is one of the world's leading translation and document management service providers. The Rheinische Post Media Group has held a majority share in the Saarbrücker Newspaper Group since January 1, 2013, and employs approx. 2,700 people.

Reducing problems with set-off and increasing quality in 4c printing – with these goals in mind, the Saarbrücker Newspaper Group started looking for an application for ink reduction. And it was successful: ppi InkReduction has been installed since December 2012 and delivers perfect results.

#### Top quality images

In times of growing competitiveness in particular, quality is of vital importance. Infographics or other high-quality images and pictures are not only bang on trend in digital products. But the many and frequently intense colors in these images regularly present a real challenge to newspaper printers. But not so for the Saarbrücker Newspaper Group.

By reducing the problems with set-off, the printers are generally able to use more

ink, which has a very positive effect on the quality of the images and graphics. The newspapers and commercial jobs are now printed in color again, but they are not overloaded or 'too heavy'. In Saarbrücken, the printers are prepared to accept longer RIP processing times which are due to the complex color conversions, but which do not have a negative effect on the overall workflow. Another way of increasing the quality, which is easy to achieve if you use ppi InkReduction, is to switch to a finer screen of 60 l/cm. The initial printing results are very promising.

#### Ink reduction of at least 10-30%

“First and foremost, the excellent printing results we achieved with a maximum ink application of 128% on dark and shadow areas and, as a result, the enormous reduction in problems with set-off, were decisive,” says Gerhard Merker, Prepress Quality

Assurance Manager at the Saarbrücker Newspaper Group. Another advantage of ppi InkReduction is the high degree of integration in ppi Media's existing workflow, which makes it possible to use the new software without having to provide any further IT resources. “According to experts, it is reasonable to assume that we can achieve a 10-30% ink reduction with regard to all four colors,” says Hans-Peter Hammes, Quality Assurance Manager at the printsite of the Saarbrücker Newspaper Group, summarizing the very good results.

#### Ink misting and ink splashing reduced to a minimum

Due to the reduction in ink application, there is less ink on the cylinder press, which in turn reduces ink misting and splashing to a minimum. In addition, the Saarbrücker Newspaper Group requires less time for adjusting the ink key settings



"The excellent printing results we have achieved with a maximum ink application of 128% on dark and shadow areas and, as a result, the greatly reduced problems with set-off, were decisive. The high degree of integration in ppi Media's existing workflow was a powerful argument in favor of ppi InkReduction. Last but not least, Oswald Grütter from quality&more has contributed significantly to the success of the project. He drew up the requirements for the test scenario and set up the software."

Patric Schäfer, Gerhard Merker and Hans-Peter Hammes (f.l.t.r.),  
Saarbrücker Newspaper Group

with ppi InkReduction and has achieved a more even ink application throughout the entire print run. Colored areas in super-imposed printing are softer and more homogeneous than they used to be. Dark image areas still show an outline, which without ppi InkReduction would no longer be detected during printing. In addition, a lighter grammage, for example 42.5g, has reduced print-through and strike-through significantly.

#### **Optimized ink buildup in the folder**

By using ppi InkReduction with a maximum coverage of 128% on dark areas, the buildup of ink and paper dust on all web-guiding elements in Saarbrücken has dropped significantly, whether web guide rollers, trolleys, turnbars, formers or folders – everything is cleaner. The impression of the folding jaws, which was always clearly visible near the fold, has almost been eliminated. The washing intervals, whose frequency depended on how many copies were printed, have been reduced or completely dispensed with in the new workflow.

#### **In-house and third-party products: ppi InkReduction is universal**

Currently all the products that are 'ripped' in Saarbrücken are produced with ppi InkReduction. Apart from newspaper products, this also includes all third-party newspaper products. For products from other sources, such as the weekly paper, the workflow has to be adjusted, so that in the near future, the advantages can be used here as well. "In the near future, we will also be starting a test phase with ppi InkReduction at our publishing houses in Trier and Cottbus. Since the Saarbrücker Newspaper Group produces its newspapers via a central system from ppi Media, converting to the new workflow will not be any more time-consuming," says Patric Schäfer, Director of Production Management at Saarbrücker Zeitung.

#### **quality&more: the perfect partner**

The Swiss consultant Oswald Grütter from the company quality&more, who drew up the requirements for the test

scenario, set up the software and provided the printing forms, has contributed significantly to the success of the project to improve quality in printing. He also performed a comprehensive check on the output workflow.

#### **A small solution with a large impact**

Even if each drop may not necessarily count, it is possible to achieve considerable long-term savings by using CMY process colors – not only in Saarbrücken, Germany.

"ppi InkReduction makes it possible to maintain a balance between minimum ink application and maximum quality in both composite and pre-separated assembly. In simpler terms, this means that achromatic parts of an image that are created from CMY are replaced by key (K) without any noticeable differences between the original and the processed image in a composite display," explains Jan Kasten, Senior Vice President of Product Management at ppi Media.

ppi Media GmbH  
Hindenburgstraße 49  
22297 Hamburg  
Germany

Tel: +49 40 22 74 33-60  
info@ppimedia.de  
www.ppimedia.de

ppi Media US Inc.  
Chicago, IL

USA

Phone: +1 855 828 0008  
ussales@ppimedia.com  
www.ppimedia.com

