

ZMR / Two-Color Web Press a Reality

In the last issue of the *Malloy Quarterly*, we announced that in March of 2005 Malloy will have the capability to print two-color text for the nine inch family of trims (5-1/2 x 8-1/2, 6 x 9, 7-1/2 x 9-1/4, and up to 8 x 9-1/4) on a web press. We are pleased to report that we are on schedule and all systems are go!

We have retrofitted one of our Timson presses (known at Malloy as “Timson-7”) to make it a zero make-ready (ZMR) or two-color press. The press we modified, a Timson T48A, was built in 2001 at about the same time that Timsons was drawing up plans for its first ZMR press. Timsons engineered our T48A so that a second unit could be added to it in the future if we needed it. Since more and more customers are publishing two-color books, we thought now was the time for that second print unit.

In anticipation of capacity and scheduling complexities related to taking T-7 offline while the conversion was being done,

extensive planning was done to ensure that this short-term situation did not have a negative impact on our customers. The new print unit arrived on time from England and the work began in January. The smooth installation process not only involved reconfiguring the press and adding the second unit but also some minor building modifications to accommodate the larger press. On February 14 we began running live jobs again on T-7!

ZMR is both a model name and an acronym for the benefit the press delivers when it is printing one-color text. The print units on a ZMR are stacked vertically, picture the number 88 tipped on its side, with a ribbon of paper running from bottom to top through the middle of the cylinders.

Both cylinders are engaged when the press is printing two-colors. In one-color mode, one of the print units is disengaged while the blanket cylinders of the other unit are in contact with the

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Timson-7 At-a-Glance

- Heatset web press
- ZMR (zero make-ready) for one-color
- Two-color web
- Trim size range: 5.5 x 8.5 up to 8 x 9.25
- Forty-eight page signatures
- State-of-the-art quality controls
- Increases 1/c capacity (additional 35 – 40 percent from previous configuration on T-7)
- Enables Malloy to offer 2/c web printing
- Enhances scheduling flexibility for nine-inch product

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This column appears regularly in the Malloy Quarterly. It is intended to be the source of helpful information regarding issues and challenges facing our electronic workflow of today. If there is a topic you would like to see covered, please contact steph_barker@malloy.com.

Malloy Prepress CTP Upgrades

It doesn't take long before there is something new to report in the Malloy Prepress department. We have some important news to share on upgrading our computer-to-plate equipment. Malloy was an early adopter of this technology, with our first CTP unit being installed in 1994. We have since expanded our CTP capacity significantly, and we now have three Krause CTP units equipped with YAG lasers as well as a Screen 8600 PlateRite equipped with a thermal laser. Virtually, all of the new titles we have produced over the past four years have been plated on CTP equipment.

We now see the need to upgrade all our plating equipment to thermal CTP devices. A year ago we installed the Screen 8600 thermal CTP unit mentioned above for plating covers. We are now converting our text workflow to thermal plates by installing platesetting equipment large enough to image the plates for our Timson web presses.

Installation is underway for a Screen PT-R16000 large format (VLF) platesetter. Once the Screen PT R-16000 is online, we will install a Screen PT-R32000 platesetter capable of imaging two VLF plates at the same time. Both of these thermal platesetters will be installed with full automation for mounting, imaging, processing, and bending the large format plates in-line. The laser technology used on the Screen plate-setters is GLV (Grating Light Valve). The combination of high power handling capability, fast modulation rate, and large number of pixels on the GLV allows for rapid imaging speeds.

Thermal plates are sensitive to heat not light, so they can be handled in conventional plate room lighting conditions. The advantage of thermal technology is that the emulsion on thermal plates is heat activated rather than light activated which means that they do not require dark room conditions as we do now with YAG plate technology. We expect to retire our YAG plating equipment by early this summer.

Screen (USA) is a leading supplier of advanced output equipment and workflow solutions for the graphic arts industry. From its centrally located headquarters facility just outside of Chicago, Illinois, Screen (USA) provides complete sales, parts and service support through direct sales representatives and dealer networks in principal geographic areas.

Our installation, physical space modifications, and systems transition are an exciting change to be making. We look forward to significant increases in our productivity, throughput, and quality.

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paper. This allows the press operator to hang new plates on the idle cylinders while the press is running. When the time comes to print a new section, the press operator hits a switch and the idle print unit kicks into action at the same time the other print unit pulls off the paper. All of this is done without stopping the press for a make-ready. Over the course of a year, we gain many hours of production capacity by not having to shut the press down for make-readies when printing a one-color book. The ZMR fea-

ture is not operational when we are in two-color print mode.

Malloy's pressroom is a showcase for Timson web presses. We purchased our first Timson in 1982; it was the first Timson web press in the United States. We now have seven webs, four that produce the nine-inch trims and three for the eleven-inch trims. With the exception of a few components that have not been installed yet but don't affect the run-ability of the press, T-7 is fully functioning. See the side bar "T-7 At-a-Glance" for more information. ■

Color Proofing

The Epson/ORIS digital proof is Malloy's standard color proof.

The Epson/ORIS digital color proof is a color managed ink jet proof. Technically speaking, we have Epson 7600 and 9600 ink jet printers. More importantly, we are running ORIS software (advanced color management software) that we feel provides the best quality color proofing results. It is this color management system that governs the ink jet color space to accurately represent the CMYK color space that is reproduced on our Heidelberg printing presses.

Color representation:

- ❖ Proofs are calibrated to accurately represent the CMYK color space that is reproduced on our Heidelberg printing presses.
- ❖ The Epson ink jet proof uses seven colors: dark cyan, light cyan, dark magenta, light magenta, yellow, light black and black which allows for better color representation for difficult to reproduce neutral tones.
- ❖ Pantone color reproduction is limited, by combining the seven colors that make up the ink jet proof, we can not reproduce every Pantone color perfectly. We will attach a Pantone swatch of the specified spot color and that Pantone swatch is what we will match on press.

Vector elements:

- ❖ Vector elements such as type, rule lines, etc. are true to the press sheet, indicating where if at all elements may fill in on press.

The ultimate goal of any prepress proof is to represent the color gamut, ink density, type holdout, and hue that we will get on the actual press printed sheet. Producing ink jet proofs using advanced color management software is a significant step in our ongoing effort to improve the quality of the books we produce as well as the service and schedules we provide.

Congratulations!

We are pleased to pass along our congratulations to several of our customers who have recently won awards for books that we have printed at Malloy or earned special professional recognition.

Tricycle Press, part of **Ten Speed/Celestial Arts** in Berkeley, CA, was an award winner at the Bookbuilders West Book Show held January 26, 2005 in San Francisco. The category was Children's Trade covers and the winning book, *Rare Beasts*, was printed on 80# C1S gloss with matte film lamination, debossed with a lenticular applied.

The Great Books Foundation, Chicago, IL was a winner at the Chicago Book Clinic 2004 Book Show, held November 11, 2004. Their title, *Narrative of the Life of Frederick Douglass*, was a winner in the School Publishing category for one and two color text.

Nancy Pearl, retired librarian, radio talk show host and author of *Book Lust: Recommended Reading for Every Mood, Moment, and Reason* (**Sasquatch Books, Seattle, WA**) was the win-

ner of the Women's National Book Association's annual award. She was honored at a reception held at the Library of Congress in Washington DC on January 28, 2005 .

Malloy customer and friend Andy Mickus (formerly of Access Intelligence and Miller Freeman) was inducted into the Printing Impressions/RIT and the Production Executives Hall of Fame at the Gold Ink Awards held in Chicago October 11, 2004. Each year professionals from our industry are inducted who represent the best of the best and are honored for their outstanding achievements and contributions to the printing and publishing industry.

And we are pleased to report that Malloy has again been awarded the designation Best Workplace in America 2004 for exemplary human resources practices. Malloy President Bill Upton states "It's an honor to be

recognized by the industry as a company that offers a superior workplace."

Congratulations to all! ■

Fact Sheets

The Color Proofing Fact Sheet on page 3 is the eighth in our series of Fact Sheets to be reprinted in the *Malloy Quarterly*. Malloy Fact Sheets contain information about a specific capability or issue of interest in the industry. They are available anytime online at www.malloy.com. We hope you find them to be informative and a helpful resource. ■

Malloy Quarterly Online

The current issue of the *Malloy Quarterly* is available online. You may continue to receive a hard copy of the *Malloy Quarterly* in the mail. Or you may view it on our website at your convenience. A PDF file is accessible on the Malloy website. It will be necessary for you to have Adobe Acrobat Reader and Internet access. To access the Quarterly online go to the Malloy website, www.malloy.com, and click on "Site Index", then "*Malloy Quarterly*", then "View Current Issue". If you would like us to email you with a link directly to the current issue on our website as each issue is made available, please email steph_barker@malloy.com or let your Sales or Customer Service Representative know that you wish to view the *Malloy Quarterly* online. ■

Phone 800 722-3231

Malloy Incorporated
5411 Jackson Rd./Box 1124
Ann Arbor, MI 48106
www.malloy.com

Fax 734 665-2326

New York

Chicago

San Francisco

