Malloy QUARTERLY

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Environmental Impact - Inks

Only a few years ago most environmentally conscious publishers were concerned about the level of recycled content in their paper. Today our eco-vocabulary is about as complex as the environment itself. Not only are more and more publishers using a "green thumb" to design their books and choose printers, they are giving consideration to many other factors: carbon footprint, sustainability, chain of custody, greenhouse gas emissions, post-consumer waste, post-industrial waste, forest certification, vegetable-based inks, and more.

It can be a daunting task to try and sort through all of the aforementioned factors with an eye to making the most environmentally sound decisions. At Malloy, we strive to be both environmentally literate and responsible. We don't profess to be experts on all things ecological, but we are paying attention. We are happy to share some of what we know, and, more importantly, what we do to protect our air, water, and land.

We have had several inquiries lately regarding the inks we use: Are they lead-free? Do they contain petroleum? Are they made of soy oil and/or vegetable oil? Are they safe? Do they meet certain standards? All good questions!

We use almost a dozen different types of ink in our pressroom. Over three quarters of the ink we use is soy or vegetable based. We use petroleum based inks when necessary to provide specific attributes that soy or vegetable inks can not provide. Characteristics such as drying time, low tack, run ability, true color, and assorted idiosyncrasies of our presses are taken into account when a decision is made to use a petroleum based ink.

For answers about the specific environmental impacts of our inks we turned to our primary ink suppliers for answers.

Malloy Ink Usage
(12 months ending 7/31/07)

Soy inks	109,708 pounds
Vegetable inks	5,425 pounds
Petroleum inks	32,575 pounds
Total	147,708 pounds

- 78% of the ink Malloy uses is soy or vegetable based.
- We can run soy/vegetable inks on all our presses.
- The vegetable inks we use are predominantly linseed oil.
- We recycle our inks.

Braden Sutphin Ink Company is one of our two primary ink suppliers. They produce a high quality line of inks called Earth Pride that we use extensively on our sheetfed presses to print multi-color components - covers, jackets, and inserts. Braden's description of the Earth Pride inks: "Our Earth Pride inks are better than soy inks because, unlike soy based inks, they contain no petroleum oil. Our Earth Pride inks contain more than 50 percent linseed oil which is a renewable resource that comes from the flax plant, whose fibers have been used for centuries for making clothes."

We also use a petroleum based ink from Braden for PMS colors run on our heatset web presses for reasons of flexibility and scheduling.

In regards to the chemical makeup of their inks and whether or not they meet various environmental standards, Braden offers the following: "Our inks are also in compliance with the A.N.S.I. Standard Z66.1, the Con-

(Inks - continued on page 4)

Inside This Issue

ELECTRONIC EXCHANGE

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.

Prepress Questions & Answers

Are all of my titles run through a computer-to-plate image setter?

Yes, we are imaging and processing more than 15,000 CTP plates per month. This steady rise in CTP workflow is in part due to an increase in sales volume as well as our aggressive campaign of converting conventional film to digital data.

What is the status of film in the Malloy workflow?

In late fall '06, we began to digitize text and cover film as titles reprint. As a result of this effort, we are no longer using film to image plates. We are scanning text film in-house on our Eskofot film scanner; cover and jacket film scanning is being outsourced. The scanned components are being archived on CD/DVD media and a letter is sent to you asking you if you want the film shipped to you. If you do not respond to our letter that you do indeed want the film returned, it will be destroyed within 90 days of the letter date.

Is it possible to make changes to a supplied PDF cover file?

The intent and the core nature of a PDF file are for it to be secure and non-editable. The many "editing" tools that are available from third party developers are for all intents and purposes, "safe cracking" tools and are limited at best. One solution is for the individual(s) who built the file to make the necessary changes in the native file, re-save to PDF with corrections in place, and submit an updated PDF file to Malloy. We can make changes to a supplied native file provided fonts and graphics are supplied to us along with your instructions. We would save our changes to a PDF file.

What types of changes to PDF's are often requested that are better executed in the native file?

The following are some but not all of the commonly requested changes to cover files that we receive:

- Color correction to match a previously printed sample from another printer or a supplied color proof.
- Color correcting as a returning proof correction.
- Creating or extracting special cover finishing elements such as embossing, foil stamping, and Precision Spot Gloss, usually happens because these elements were not supplied to us or were not prepared correctly.
- Spine bulk adjustments.

What hardware/software challenges lie ahead?

All new Macs built since early 2007 use Intel chips which require the OSX.5 operating system. The Intel Macs do not run "Classic", a mock OS9 operating system. As Malloy and other prepress service providers phase out old computers and upgrade to new hardware, we will be purchasing the Intel machines. There are many archived titles that were built using Macs running OS9 or older operating systems. When we make reprint changes to these titles, we save the updated documents in version OSX.4.8. This allows them to better make the leap to OSX.5 when the time comes. Because we have limited OS9 capacity, we no longer accept (Mac) native documents from PageMaker, Quark (prior to version 6.5) or Indesign (prior to version CS2). Check our website and the Prepress Guidelines Fact Sheet often for updates.

Malloy

Serving Publishers with Integrity and Innovation

Fact Sheet

Digital Short Run Printing

MALLOY NOW OFFERS A DIGITAL SOLUTION FOR YOUR SHORT RUN NEEDS

Full range of order quantities

Whether you require 24 or 24,000 copies of a title, Malloy can deliver the quantity you need! With our new Oce' 6160 digital printer we can print the short-run quantities that are cost prohibitive on offset equipment. When demand for your book dictates a quantity greater than a few hundred, we will switch the printing to one of our offset presses. Demand now drives your print decisions, not the equipment!

Benefits

- Incremental profit
- Lower investment in inventory and improve cash flow
- Reduce waste from obsolescence
- Less risk in printing decisions
- Meet customer demand for titles that might otherwise go out of print
- One stop shop for book printing means more time to focus on publishing/selling books

Same High Level of Service and Quality from Malloy

Digital short run printing is simply another print option at Malloy, not a whole different division. Though the manufacturing process differs a bit from offset, you get the same extraordinary service and reliable quality that you've come to expect from Malloy.

Digital Short Run Profile

As we ramp up our digital printing solution, we will initially be offering the following profile. There will be additional choices introduced in the future.

Quantities:	24 copy minimum
Trim sizes:	5-1/2 x 8-1/2 up to 8-1/2 x 11
Text printing:	One color (black)
Text stock:	White – Glatfelter Thor Plus — 15% PCW, 50# (540 PPI) and 60# (440 PPI) Off-white – Glatfelter B-18, 50# (500 PPI) and 55# (360 PPI)
Cover printing:	Multicolor covers with UV coating or film lamination
Binding:	Soft-cover perfect binding
Prep:	PDF files will be sent to the Oce' for printing but our full range of prepress services are available.

For more information about our newest capabilities, please contact your Sales Representative or Customer Service Representative today.

6/07

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(Inks - continued from page 1)

sumer Product Safety Regulation, 16 CFR 1303, and the CONEG legislation enacted by various states stemming from recommendations by the Coalition of Northeastern Governors. These regulations all limit the amount of heavy metals in inks, packaging, and packaging materials. The most stringent one of these, the CONEG regulations, requires that our inks contain a total of less than 100 parts per million of lead, cadmium, mercury, and hexavalent chromium."

Our other ink supplier, INX International Ink Company supplies us with the black ink that we use on our Timson web presses, which represents the lion's share of the ink we use. HWO Timson Black is a soy based ink. INX also supplies us with Ecopure 4/c process and PMS inks for our cover presses which are soy based.

INX also points to the CONEG legislation as the high bar in certifying the impact of its product. In regards to their ink content of cadmium, hexavalent chromium, lead, and mercury they state: "Based on random tests of ink products produced by INX International Ink Co. in the last two years and results of investigation or review of the information as provided by our suppliers, we can therefore certify that any such metals that are incidentally present in our ink products meet the 100 ppm maximum limit as specified in the CONEG toxics model legislation."

The only petroleum based ink that we use in significant quantities is News Black from INX. This low tack black ink is used on titles that are printed on groundwood paper which has a tendency to "pick" on web presses. ■

Malloy in the News

Check out the article about Malloy in the August '07 issue of Graphic Arts Monthly. Our Prepress Manager, Brenda Brown, presented an overview of our plateroom automation at the NAPL R & E Applied Technology Conference held in Atlanta and her presentation (including video) was featured in the Graphic Arts Monthly TechWatch column.

Our plateroom is a fully automated system that allows one operator to deliver 15,000 bent plates a month. Thanks to Malloy tech efforts teaming up with our platesetter supplier, Screen, and our plate delivery system supplier, Burgess Industries, our plateroom is a showcase for efficiencies in plate production.

You can view the article and video by going to the Malloy website, www.malloy.com, and clicking on the link on the right hand side of our home page under What's New at Malloy: TECHWATCH: Home Run for Plate Output. ■

Malloy Quarterly Online

The current issue of the *Malloy Quarterly* is now 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. You will need 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. ■

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New York ***Chicago*** ***San Francisco***

Printed on 60# Glatfelter Thor Plus
Containing 15% PCW