

Production Print Forum

News and information from the world of high-speed printing

July 2007

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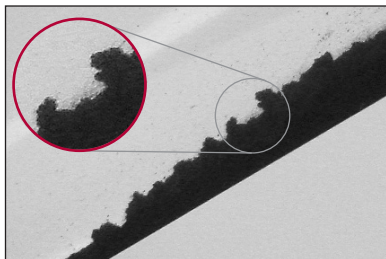
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Katun Toners For Use In Océ Models Now With Improved Flow

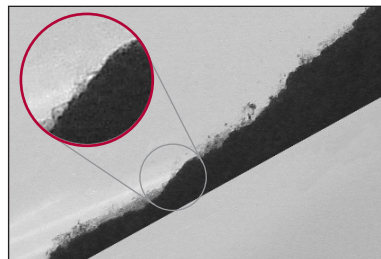
A difference you can see! Katun is pleased to announce a significant improvement to our toners for use in Océ PageStream printers.

Katun originally acquired these toner formulations from Nashua Corporation in the Spring of 2006. While the Nashua toners were very well received in the production print market, our users' production facilities reported the flow was not as smooth and fluid as the OEM toner. Our R&D Lab, and team of toner scientists, investigated these claims and were able to improve the flow so that it behaves more like the OEM product.

As illustrated in the pictures below, the original Nashua formulation produces a flow that is not as smooth, or has a tendency for the particles to move in groups or clusters. Our new formulation results in a toner that is livelier, and where the particles flow more freely or independently. The result is a toner whose characteristics more closely match the OEM. The formulation changes have been lab and field-tested with very positive results in a wide variety of applications.



Old Formulation



New Improved Formulation

The benefits of a smoother flowing toner are numerous. Key ones include:

■ Promotion of greater, longer-lasting aeration.

Whenever a new bottle of toner is installed, the OEM recommends gently shaking the bottle and turning it upside down. This is done to loosen up any settling that may have occurred during transit, as well as it helps the pickup tube slip into position easier and aids the vacuum transport of toner.

■ Improved text fill.

Our testing results demonstrated improved text fill, especially in very small Serif style fonts. A more free-flowing toner allows particles to develop onto the drum where the charge field may be less concentrated, as in the finer details of smaller text sizes.

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Katun offers the best quality alternative to the high prices of the OEM. With our 20,000-square-foot Research and Development Laboratory and industry-leading scientists and technicians, Katun is uniquely qualified to develop and refine toners. For a video tour of our R&D lab, go to <http://www.katun.com/aboutkatun/labvideo.html>.

(improved flow benefits continued from page 1)

■ Increased machine up-time and throughput.

Regular maintenance of these production machines includes regular cleaning intervals of the toner transport system or the occasional aeration of the toner supply bottle. A free-flowing toner will perform better towards the end of these intervals, maintaining a consistent toner supply to the developer module.

■ Expanded range of application.

With a toner that more closely matches the OEM, the operator requires less set-up time for adjustments to job specific variables such as toner coverage, paper stock attributes and duplexing variables.

■ New opportunities for our Channel Partners.

With our new Improved Flow Toner we strongly encourage you to re-visit accounts that may have evaluated the Nashua formula and declined implementation due to “flow issues” or particle clumping. We are getting very positive feedback from those using the new toner, including new users who had only been using OEM toner.

To help you present the difference you can see, we have a one-page overview of our Improved Flow toner. Contact your Katun Sales Representative, or go to our High Speed Production Printers section at <http://www.katun.com/products/hispeed.html>.

Product Update

Now Available!

- Fuser Oil for use in Xerox DocuTech family.
- Five new toners from Katun for use Océ wide-format machines.

General News

- Katun HiSpeed is on the web at <http://www.katun.com/products/hispeed.html>
Includes a listing of all our Channel Partners, presented in random order so everyone has a chance to be listed at the top. Just click the refresh button to see how it works.
- Now all of our HiSpeed toners are Katun-branded and packaged.
- We’ve made slight changes to per bottle pricing so each value is a clean number and not an irrational number, like \$33.3333 for instance. This change will make our invoices cleaner and easier to understand.

For our current product offerings and late-breaking news, please contact your Katun Sales Representative, or visit us on-line at <http://www.katun.com/products/hispeed.html>.

In The News

Industry Outlook

The Corporate Marketing Department at Katun invests considerable resources each year to keep up with industry reports and information. Our information comes from a variety of primary and secondary sources. We at the Forum thought it would be worthwhile to share our view on some of this valuable information with our partners.

First, let's get the dry stuff out of the way and define our terms. According to industry research, production class machines are classified as:

- Monochrome/black and white (greater than 80 ppm)
- Color (greater than 24 ppm)

However, the production printing market is not just defined by machine speeds, but where and how they are used. In this production segment, trained professionals, dedicated to ensuring maximum machine throughput and uptime, operate the machines. Generally the machines are producing pages that will be sold to both external and internal customers.

Note: In the placement data discussed here, re-manufactured and refurbished equipment are not included.

Placements of Production Printers (Monochrome and Color)

In 2006, the number of production printers in the U.S. rose about 20% over the number placed in 2005. The notable gainers include IBM and Ricoh Printing Systems, who each made significant gains. IBM reportedly grew their unit placements by more than 130%, resulting in a significant market share increase to more than 25% in the production print segment. The Ricoh Print Systems merger puts them close to Xerox in market share, based on placements of new equipment.

Océ showed very strong growth with '06 placements more than 60% better than in '05. Other gainers include HP Indigo, up more than 30%, and RISO with a 155% gain. (Let us know if you have interest in RISO, Katun offers an extensive line of inks and masters for a wide variety of RISO models.)

Xerox's placement of new machines showed a decline of less than 10% in '06. Other notable decliners in the production segment include Canon, down more than 25%, Kodak, who slipped more than 20%, and Danka and Konica Minolta, both slipping more than 27%.

While Danka went through some restructuring, Konica Minolta may be coming off a strong introductory year of the formidable bizhub Pro 1050, likely sold with enticing discounts and incentives. In 2006, they may be settling into a grove of normalcy. The jury may still be out on this machine, but early reports are that it's a machine to keep an eye on for this speed segment.

Monochrome

In the monochrome-only category, overall placements were up three points versus the overall production segment. IBM and Ricoh are the dominant gainers as noted above. Xerox shipped about 5% fewer monochrome units in '06, and Canon slipped more than 25%.

Overall the outlook for monochrome placements and their output in the production segment look strong. This can be attributed to the growing implementation of personalized printing beyond just mailing addresses. For years the technology has been available to do complex personalization, yet the cost and talent to make it all work has been a barrier. Add to these factors the realization that mass e-mail campaigns are not as effective as hard copy mailings. Transaction print buyers and

providers are teaming up to raise personalization to new levels of sophistication through the tailoring of messages based on multiple variables. While color will continue to get the spotlight, monochrome output will always be a staple as long as there is a premium for color machines and their related service and supplies.

Color

Color production printer placements, as defined by industry analysts, grew more than 15% in 2006. This number may be skewed by the dramatic 150%+ increase in RISO placements, which places them in 2nd position for market share behind Xerox's double-digit declining placements.

HP Indigo is showing strong growth, finishing '06 with a greater than 10% market share. Kodak showed modest gains in placements, and Océ has popped in ahead of Xikon and Kodak Versamark in terms of market share.

Final Remarks

Digital production printing will continue to be a strong area of growth as commercial job run lengths continue to reduce and as personalization becomes more mainstream. The machines in the monochrome production print segment have proven to be capable of producing sellable output well beyond five years of age, and should do well in the refurbished and remanufactured market. As the digital front-ends continue to improve their flexibility and capability, these workhorses will continue to offer great potential for profitable production.

As color production machines continue to improve print quality and production reliability, we will see more color pages produced, and many more machines in use. However, this increasing color output will not be reducing the monochrome page count by any significant amount. Due to the much higher cost to produce digital color pages, new variable data applications and the continued growth in short-run color jobs will be the drivers. Short-run offset color will be hit harder by the latest generation of digital color production machines than the digital monochrome units.

Katun is working hard to improve our existing lineup of production-class products, as well as working on new opportunities for monochrome and color production print applications. For more information or to comment on this article, e-mail the editor at: PPF.Ed@Katun.com.

Channel Partner Update

Katun is pleased to welcome aboard our latest Channel Partner

■ Townsend Computer Technologies - Walden, New York

Send Us Your Empties

Why pay money to dispose of empty Océ toner bottles? Katun will take your empties and recycle them – FOR FREE!!

Your recycling efforts are paying off by providing a cost-effective, quality alternative to OEM toner.

As Katun continues to expand and grow our toner offering for Océ PageStream models, bottles continue to be a vital resource. We are now actively seeking empty VarioStream toner bottles. Help us to keep our costs, and your prices, down. There's no charge to you or the end-users, Katun covers all the freight costs.

Thank you for your support.

For more information on this program, please visit Katun's High Speed Production Printers Recycling Programs page at <http://www.katun.com/products/hispeedrecycling.html>.

Fun Facts:

A Guide To Understanding Paper Weights

Have you ever been confused by all the different terms associated with paper, especially when it comes to weights? In the U.S., popular paper grade names include Tag, Bond and Offset. When someone says, "We're using 20 pound," most often they're referring to 20 pound Bond paper. But what about 90 pound? To be sure, 90 pound needs a bit more detail, as it can be associated with at least three different paper grades such as Book, Cover and Index. Index grade is nearly twice as heavy as Book grade, and Cover grade is 20% heavier than Book. This system used in the United States remains unique, as the rest of the world has switched to a metric measurement. Many copier and printer manufacturers will indicate their paper compatibility in Grams/Square Meter or GSM. How does GSM relate to these other grading systems?

To help clear up some of the confusion, Katun's HiSpeed Team has prepared a handy paper weight equivalency chart to help with understanding equivalent weights of one grade to another and their weight in GSM.

To provide a foundation, let's start with some basics. There are three elements of a paper's weight: Grade, Basic Size and Weight Value. Each grade was created for a specific use and is often indicated in its name, like Book, Tag, Writing or Index. Each paper grade has a basic size or dimension expressed in inches. The Weight Value is how much 500 sheets (one ream) of the paper of the basic size weigh in pounds. Here's an example: a letter size (8.5" x 11") ream of 20 pound Bond weighs about 5 pounds. The basic size for Bond is 17" X 22", or twice the length and width of letter, or four times the area of a letter size sheet.

There are many factors around paper that can affect performance in a digital production environment, and we'll discuss some of these topics in upcoming issues of the Production Print Forum. For more information on papers, you can find many excellent resources. My personal favorite is Pocket Pal, The Handy Little Book Of Graphic Arts Production published by International Paper and now in its 19th edition. I have editions 15 and 18 always at my desk. Over the years I have found this be a most interesting resource on all things related to printing, paper and the graphic arts industry. To order, go to www.InternationalPaper.com and search for "Pocket Pal". The cost is about \$15 and well worth the investment.

Equivalent Paper Weights

For reams of 500 sheets, basis weight (lbs.) for each grade highlighted

	Book / Offset 25x38	Bond / Writing 17x22	Cover 20x26	Bristol 22.5 x 28.5	Index 25.5 x 28.5	Tag 24x36	GSM Grams /Sq Meter
Book / Offset	30	12	16	20	25	27	44
	40	16	22	27	33	36	59
	45	18	25	30	37	41	67
	50	20	27	34	41	45	74
	60	24	33	40	49	55	89
	70	28	38	47	57	64	104
	80	31	44	54	65	73	118
	90	35	49	60	74	82	133
	100	39	55	67	82	91	148
	120	47	66	80	98	109	178
Bond / Writing	33	13	18	22	27	30	49
	41	16	22	27	33	37	61
	51	20	28	34	42	46	75
	61	24	33	41	50	56	90
	71	28	39	48	58	64	105
	81	32	45	55	67	74	120
	91	36	50	62	75	83	135
	102	40	56	69	83	93	158
Cover	91	36	50	62	75	82	135
	110	43	60	74	90	100	163
	119	47	65	80	97	108	176
	146	58	80	99	120	134	216
	164	65	90	111	135	149	243
	183	72	100	124	150	166	271
Bristol	100	39	54	67	81	91	148
	120	47	65	80	98	109	178
	148	58	81	100	121	135	219
	176	70	97	120	146	162	261
	207	82	114	140	170	189	306
	237	93	130	160	194	216	351
Index	110	43	60	74	90	100	163
	135	53	74	91	110	122	203
	170	67	93	115	140	156	252
	208	82	114	140	170	189	328
Tag	110	43	60	74	90	100	163
	137	54	75	93	113	125	203
	165	65	90	111	135	150	244
	192	76	105	130	158	175	284
	220	87	120	148	180	200	326
	275	109	151	186	225	250	407

For more information on this topic, point your web browser to the following:

http://www.oceusa.com/main/product_group.jsp?FOLDER%3C%3Efolder_id=2534374302041413&bmUID=1156365585687