

ZIPSET NEWSLETTER

November 2006

Introducing Zipset's First Newsletter!

We're launching our newsletter to give Zipset dealers an insider's look at what we're working on. It will be sent to all of our dealers on an "as needed" basis to provide the latest information on product development, answers to common questions, and anything we think you'll find interesting and exciting. Our newsletters will be filled with selling points that can be used in the field as well as occasional memos for dealers only. If you ever need additional information or have any comments on the articles in our newsletters please feel free to contact us at 800-203-1992.

HARD DRY INKS IMPROVED!

Printers encounter difficulties with a large variety of substrates. Matte, uncoated, and synthetic stocks are particularly problematic. They often produce rubbing, scuffing and drying challenges. To resolve these issues Zipset is now available in new and improved Hard Dry and SP Hard Dry formulas.

Both Zipset Hard Dry ink formulations feature greatly improved rub and scuff resistance by providing a tougher more resilient ink surface. Set and dry times have been significantly enhanced nearly eliminating drying issues and allowing the printed sheets to be handled shortly after printing.

Zipset Hard Dry Inks are recommended for uncoated, dull and matte stocks. Common scuffing and smearing characteristics of such stocks are restricted due to the tough abrasion resistant film produced by these inks.

Zipset SP Hard Dry inks are developed for non absorbent and synthetic substrates such as vinyl, polypropylene, Tyvek, and plastics. Increased adhesion properties allow these inks to bite into non porous stocks producing fast set and dry times, added durability, and high quality print results.

These inks have been a huge success with customers. Printers are enjoying the lack of complications and superior print results that these inks provide on even the most difficult substrates. These are not your typical printing inks!!

For assistance in recommending these or any of our inks please call 800-203-1993.

As with all products used in the printing process, we strongly recommend that all inks be tested prior to running a job to determine suitability and print results.

New Digital Process Series

At Tokyo Printing Ink Corp. U.S.A. we are dedicated to offering our dealers only the best products available. With our new *Digital* Printing Ink we continue this commitment.

Designed for digital printers using direct to plate and stochastic screen printing, it provides progressive features. *Digital* Ink maintains stability under the most demanding conditions. It performs on any size press and on long runs with minimal dot gain, reduces the need for frequent wash-ups and provides fast turn around.

Digital Ink not only performs well but also produces premium print results. Bold, bright colors give the printed sheets a distinct sharpness with only a small layer of ink. Shadow areas emerge clear and defined. For today's technology think *Digital*!

CHARACTERISTICS

- * Vegetable Oil Based
- * IR Compatible
- * Heat Resistant
- * Stay Open – Duct Fresh
- * Fast Drying
- * Runs on Any Offset Press
- * High Speed Stable
- * Runs with Any Plate System
- * Laser Safe
- * Runs with Any Dampening System
- * Aqueous Coatable
- * UV Coatable
- * Work & Turn
- * Hot Stamp
- * Perfecting
- * Film Laminate
- * Vacuum Sealed (1kg/can)



GP-1 Low Tack in Pails!

Due to the high demand of our GP-1 Low Tack Process Series, we will be offering them in 40lb pails beginning January 2007. Cans will remain available.



New Smaller Vacuum Packaging is Almost Here!

As you already know we have begun converting our Process Series and Dense Black Inks to vacuum sealed cans. These changes have been a wonderful success overall. However, we have received an overwhelming response regarding one important concern, the difficult handling of the 5.5lb tins. Dealers and Printers alike have voiced their concerns on this matter. For this reason we will be discontinuing the 5.5lb packaging.

The 5.5lb cans will be replaced with 1 kilogram (2.2lb) vacuum packed cans. The new packaging will provide the same benefits of eliminating skin papers and the ink skin with the added advantage of easy handling.

What will it cost?

Your price will remain the same however you will now be billed by the kilo. Your current pound price multiplied by 2.2 will give you the per kilo price.

How will they be packaged?

All 1kg vacuum sealed items will be packaged with 10 cans per box.

What if your customer doesn't like vacuum sealed cans?

Mention the following selling points.

- | | |
|---------------------|------------------------------|
| Easy to Palm | No Skin Papers |
| Less Waste | Less Mess |
| Extended Shelf Life | Environmentally Friendly |
| No Additional Cost | (no skins & recyclable tins) |

Are there other packaging options?

If you have a customer that does not want to open multiple cans, or dislikes vacuum packaging, you may offer the following items in 40lb pails.

- | | |
|---------------------------------------|--|
| FF Process Series
(Regular Tack) | GP-1 Process Series
(Regular Tack & L/T Coming Jan '07) |
| XL-R Process Series
(Regular Tack) | |
| Dense Black
(Regular & Non Skin) | XL-R Dense Black
(Regular Only) |

VACUUM PACK – With Barcode 1 Kg/Can * 10 Cans/Ctn		ETA
11001K	FF Process Yellow	Dec. 06
11002K	FF Process Magenta	Dec. 06
11003K	FF Process Cyan	Dec. 06
11004K	FF Process Black	Nov. 06
11001LK	FF Process Yellow L/T	April 07
11002LK	FF Process Magenta L/T	April 07
11003LK	FF Process Cyan L/T	April 07
11004LK	FF Process Black L/T	April 07
11101K	XL-R Process Yellow	April 07
11102K	XL-R Process Magenta	April 07
11103K	XL-R Process Cyan	April 07
11104K	XL-R Process Black	April 07
11201K	Non Skin GP-1 Process Yellow	Jan 07
11202K	Non Skin GP-1 Process Magenta	Jan 07
11203K	Non Skin GP-1 Process Cyan	Jan 07
11204K	Non Skin GP-1 Process Black	Jan 07
11201LK	Non Skin GP-1 Process Yellow L/T	April 07
11202LK	Non Skin GP-1 Process Magenta L/T	April 07
11203LK	Non Skin GP-1 Process Cyan L/T	April 07
11204LK	Non Skin GP-1 Process Black L/T	April 07
16001K	Dense Black	Feb 07
16001NK	Non Skin Dense Black	Dec 06
16002K	XL-R Dense Black	Nov 06
16002NK	Non Skin XL-R Dense Black	Jan 07

NON - VACUUM PACK - With Barcode 1 Kg/Can * 18 Cans/Ctn	
11201HK	Non Skin GP-1 Process Yellow H/T
11202HK	Non Skin GP-1 Process Magenta H/T
11203HK	Non Skin GP-1 Process Cyan H/T
11204HK	Non Skin GP-1 Process Black H/T

* Items not listed above will remain in their current packaging. *



To make the packaging change even better, Zipset labels will begin to include barcodes on all Process Series and Dense Black Inks in both cans and pails. This will allow companies with large inventories to easily count and track inventories electronically, reducing errors and saving both time and money.