



Océ

Arizona® 350 GT printer

IJC255 white ink

Is it white for you?



Done right, white ink can be a powerful addition to your application offerings

In recent years white ink has attracted lots of attention in the UV curable inkjet industry. Let's examine why you should consider white ink or maybe why you shouldn't.

Why white?

Since most media printed with UV curable inkjet printers, be it rigid or roll based, is white to begin with, the need for white ink is limited to the realm of specialty applications.

Some of these special applications can truly benefit from the digital printing of white whereas some applications could implement white in a more cost effective manner. It is important to ask yourself some questions before making a purchase decision of a UV printer that features white ink.

How much of my current work could use white ink?

If you are producing second surface backlit graphics, it can be less expensive and a more productive approach to manually apply a white flood coat or an adhesive vinyl diffuser than tying up your printer to print white.

For more complex applications, if you are applying white by screenprinting or cut vinyl, this can become expensive and time consuming, particularly for shorter print runs. Digital printing is generally the same cost from the first print to the last. You may be able to reduce your costs and turnaround times by digitally printing white ink.

Could I get new work with white ink?

Yes. Depending on the application, white ink can make a big difference. Consider the applications that use non-white material, such as producing prototypes for the packaging industry. Card stock and corrugated board can now be any color yet produce high quality results. Specialty applications that involve printing on more exotic materials such as wood, metals, and fabrics are easily and cost effectively produced.

Many uses for white are simply limited by a designer's imagination or awareness. By reaching out to creative people and informing them of your new capability, they can design for the device and provide you a competitive edge over the 4-color competition.

Can I cost justify a white-capable printer?

Depending on your response to the previous questions, this may be obvious. If it isn't obvious, then consider the alternatives such as the pros and cons of outsourcing white printing jobs until such time as you build up enough demand and just continuing printing 4-color work. As with any outsourcing, there are risks and lower margins in doing this.

If you are planning on purchasing a new UV curable printer and white is of interest but you presently don't have enough work to justify the expense, Océ has the answer - the Océ Arizona® 350 GT printer.



Océ Arizona 350 GT printer and the white ink option

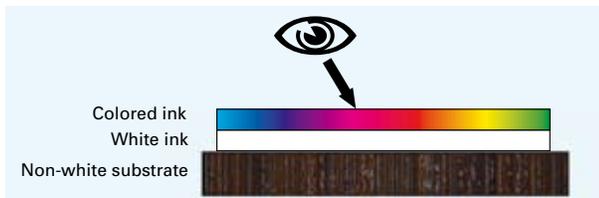
Océ has designed the Océ Arizona 350 GT printer knowing that your needs can change. White ink is offered as an option. The Océ Arizona 350 GT printer can either be ordered with the white ink option factory installed or, as your needs change, added later as a field upgrade. This allows you to benefit from the best in 4-color UV curable flatbed printing today - yet maintain that high quality when you later add the white ink option. Today's investment is protected into the future.

White print modes and applications

Depending on the application, there are a number of different modes for applying white ink with the Océ Arizona 350 GT printer.

Under-printing

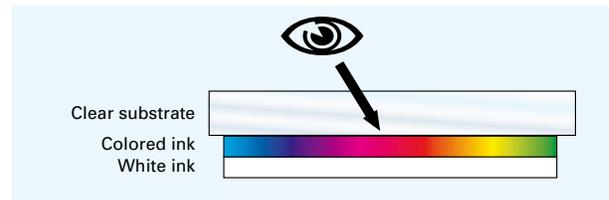
- Creates a base layer on non-white media onto which a color image can be printed



- Used for packaging prototyping on cardboard or foil, industrial applications, specialty printing, object printing

Over-printing

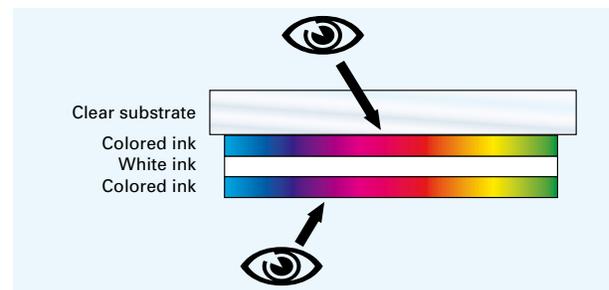
- Applies a layer of white ink overtop colored ink



- Used for light diffusion on backlit images printed second surface on transparent media

Between-layer printing

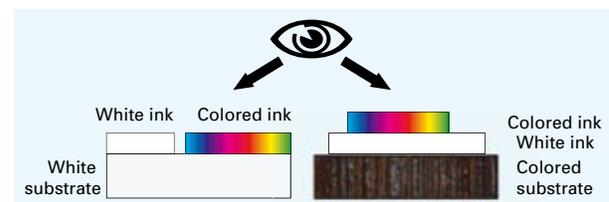
- Applies a layer of white ink between two layers of color



- Used for Day/Night backlit prints, window cling (above), etc

Spot color

- Prints white on white/non-white media as a spot color effect



All these effects can be used on the table for rigid media, or on the Roll Media Option for flexible media.

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