

PRINTECH



A SERVICE JOURNAL IN PRINTING & PUBLISHING

Vol. VIII

AUGUST 1960

No. 1

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வழக்கம். தமிழ் நாடு அல்லது தமிழ் மொழி வழங்கும் நாடு

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தமிழகத்தைக் கெட்டுப்போன இடங்கள் பெருங்கடலில் பெரிய நிலப்
பகுதி இருந்தது. அப்பகுதியில் குமரியாறு, மதுவாயாறு என்றும்

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பெருநகரங்கள் இருந்தன. அந்நகரங்கள் கால்கொண்ட அழிந்தன. இன்
வாழ்க்கைகள் புறநகரம். சிலப்பதிகாரம் ஆகியவற்றால் புலவர்கள்

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Hony. Editor & Business Manager : S. K. Thamba, L.P.T., A.S.T.D., A.M.I. Ptg. M.

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EDUCATION IN THE GRAPHIC ARTS IN SOUTH INDIA

The Regional School of Printing, Madras the oldest Institution in Printing Technology in India has added another feather in its cap from this Academic year 1960-61, by starting a Diploma course in Lithographic Group of 3 years duration (full time). This is in addition to the already existing (L. P. T.) Diploma course in Letterpress Printing Technology both full time and part time. Thus from this session there will be two Diploma courses in Printing Technology, one in Letterpress Group and another in Lithographic Group. We learn that there is very good response for admission to this Institute this year from all our sister States of the Southern Region-Andhra Pradesh Kerala and Mysore, and almost all the seats reserved for these States have been filled.

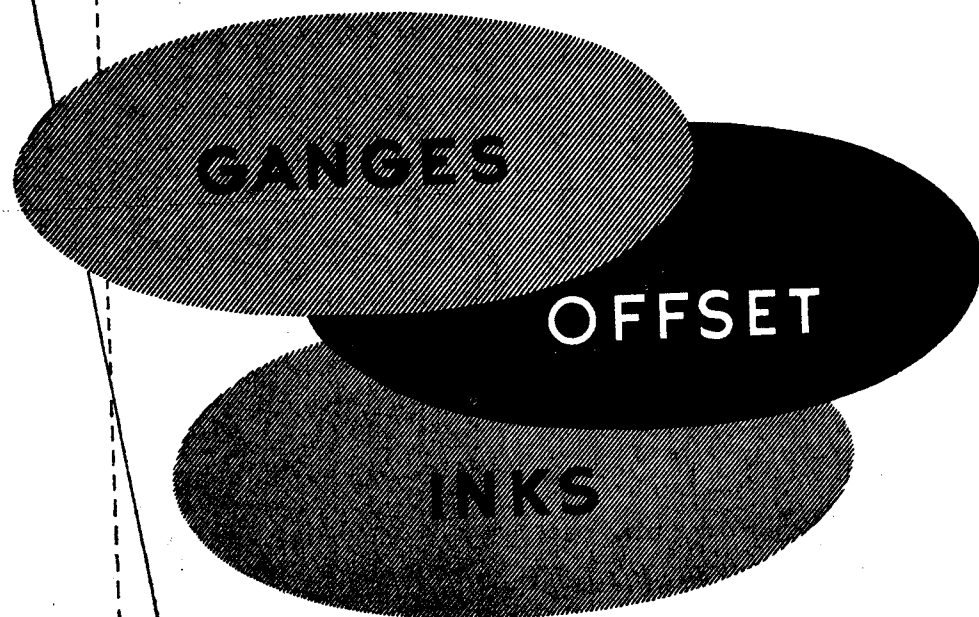
These courses, we learn, will be conducted according to the revised syllabus and curriculum, formulated by the Syllabus Committee of the All India Board of Technical Studies and Applied Arts, set up under the auspices of the All India Council of Technical Education. The syllabus has been framed to suit the latest trends and developments in the field of printing, and includes among others, specialised subjects such as Printers' Science, Design and Graphic Reproduction. Management subjects include Costing, Estimating, Business Administration, Accountancy etc.

The Certificate courses in nine specialised subjects which are all of part time (3 years each) are also slowly gaining popularity among Junior Journeymen employed in the Industry. As these courses are conducted in the evening from 6 p. m. to 8 p. m. and as the School is situated in a suitable central place, many workers from the presses, both private and Government, find them useful and convenient to attend. It is gratifying to note that the Madras Government Press authorities, the largest employer of printing technologists and journeymen, have made special arrangements to allow their employees to attend the classes in the Regional School of Printing, Madras by suitably arranging their shift hours. This is a fine gesture indeed. The Superintendent of the Government Press, being an old student of the Institution, it is hoped, will come forward to give more facilities to encourage more persons from his press to take up to printing education at this premier institution. This will only add to the prestige of the Government Press and enable to step up its standard and production.

The overall strength of the Institution, we understand, has reached an all time record of more than 450 students. This, we are sure must be a record for the whole of India, if not for East Asia.

AUGUST 1960

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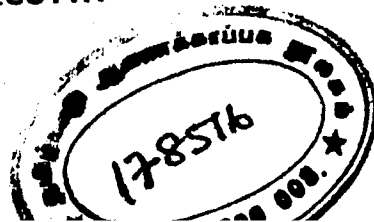
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In the Diploma Examinations conducted by the Technological Diploma Examination Board in April, 1960 out of 44 candidates, 36 have come out successful. It is learnt that the Ministry of Scientific Research and Cultural Affairs, Government of India, through its Educational Adviser at Madras Sri V. R. Reddy, have been very liberal in granting the Apprenticeship Stipend to almost all these successful students. By this Scheme, the Government allot each student a leading press to undergo one Year's apprenticeship there and he is paid Rs. 100/- every month for this period. Many leading presses from many parts of the region such as Madras, Bangalore, Mangalore, Coimbatore, Sivakasi etc. have come forward to take up Printing students and to give them facilities for apprenticeship. Printing Technologists, and students in parti-

cular, must feel grateful to the Government India and to Managements of these presses for this generous offer and help. Names of students and the presses allotted to each will be given in the next issue.

It is with pleasure we report that two printing Technologists, old students of this Institution, Sri V. Ramachandran and Sri V. Varadarajan have been awarded scholarships by the Czechoslovak Government to undergo specialised training in Book Production in Prague for a period of two and half years. The former is now in the services of the National Physical Laboratory, Delhi and the latter is in "The Statesman," the leading newspaper of Calcutta. They will be leaving India by the end of August and we wish them bonvoyage and a happy but hard working time in Czechoslovakia. ★

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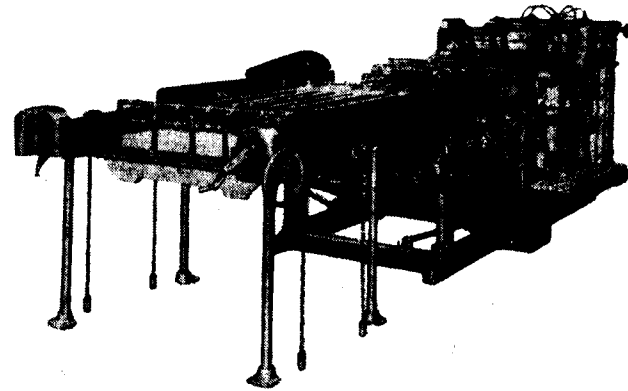
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AUGUST 1960

L&M offer a wide range of printing machinery and equipment including:

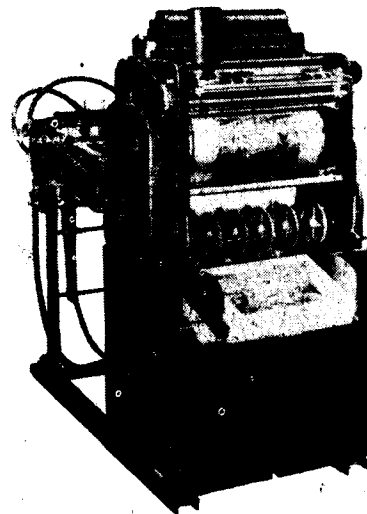
L&M Presses

Like all L&M presses, the Centurette is of robust construction and is popular everywhere for its mechanical simplicity. Maximum sheet: 24" x 38½". Speed: up to 3,000 impressions per hour. Suitable for both long and short runs.

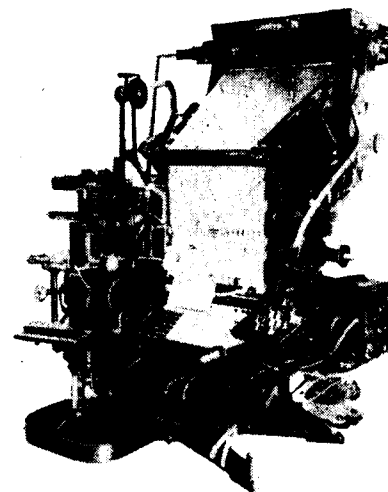


Linotypes

New Seventy Series models have a potential output of 40% more. They run at speeds up to ten lines a minute. All have improved assembler, Mohr measure control, new space-band release, cushioned matrix flow.



and the Davidson



This is the unique small offset machine. It can print offset both sides of the sheet at once. The only one with built-in chain gripper sheet control, and the only one designed to print offset, letterpress, and other processes. Sheet size up to 17½" x 16". Speeds up to 6,000 i.p.h.

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PRINTECH

A NEW MEMBER OF THE L & M PRINTING MACHINE FAMILY

INTRODUCING THE DUAL-LITH

A Small Offset Press Capable of 8 Processes

The Dual-Lith is an efficient, speedy, and highly accurate 'small offset' printing machine. It is also a small letterpress sheet-fed rotary of excellent performance. Further, it is capable of such auxiliary processes as 'dry offset', numbering, perforating, embossing, and imitation die-stamping.

capabilities superior to those of machines of conventional design.

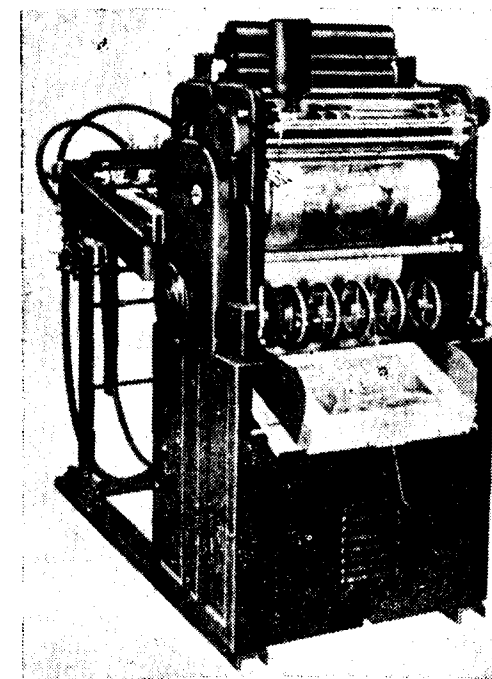
The Dual-Lith is ideal for letterpress printers wanting to undertake small offset work. Conversely, it is also the ideal machine for the litho printer because, while providing him with high quality offset, it also enables him to enter the letterpress field.

The Dual-Lith is produced by the Davidson Corporation, a subsidiary of the Mergenthaler Linotype Company of New York. It is manufactured in the same factory as the Linotype and, as a consequence, printers may have every confidence in its robustness, engineering design, and craftsmanship. It is also backed by the service of L & M, by whom it is now sold in India.

EIGHT Processes with a SINGLE Dual-lith Machine

The secret of the Dual-Lith's astonishing versatility lies in the two-cylinder design as compared with the conventional three-cylinder system.

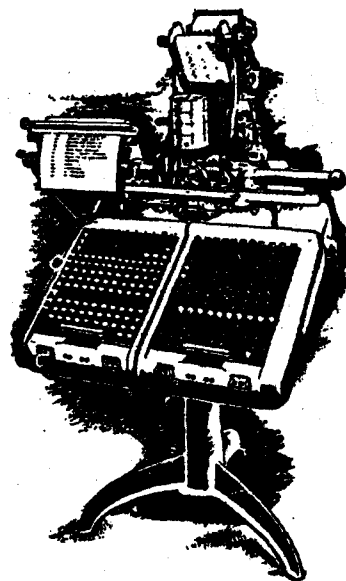
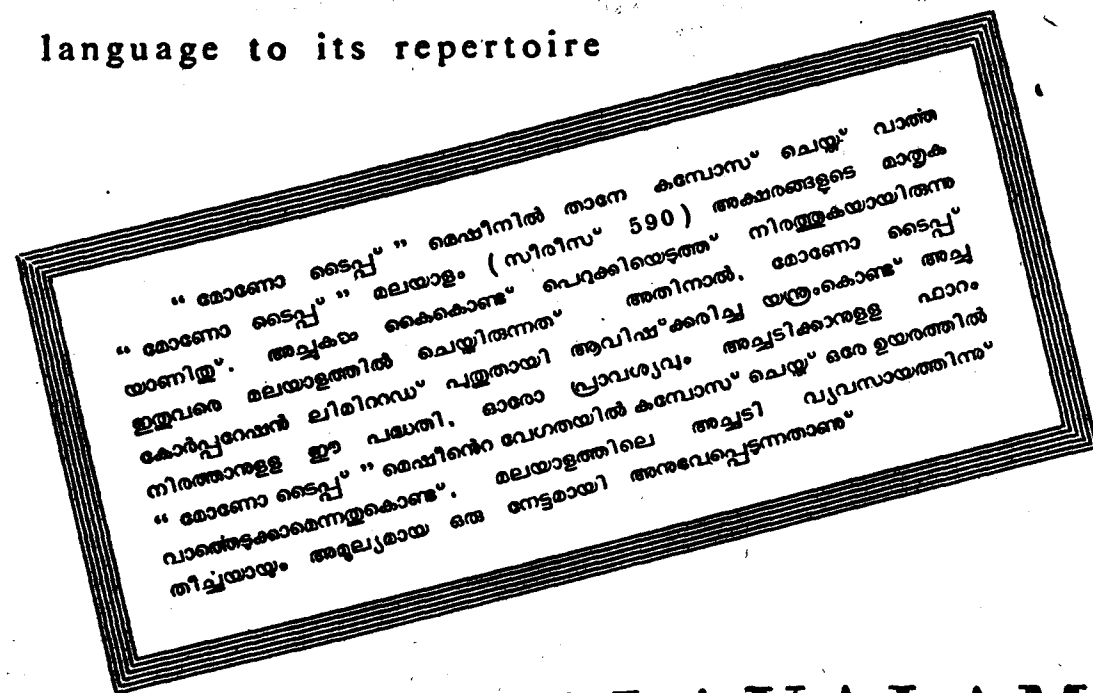
One of the Dual-Lith's cylinders is twice the circumference of the other. This unique difference means that segments of the cylinder can be removed and replaced by other segments capable of printing by other processes. This cannot be done with three-unit systems. In a later issue we shall show some of the Dual-Lith's interchangeable segments. In addition, the dampening unit of the Dual-Lith is constructed in such a way that it may be lifted from the machine when letter-press or dry offset processes are in progress. It can



Its versatility in no way impairs its efficiency in any process, however, for the features of its design which enable it to be speedily adapted for different processes also ensure inking

AUGUST 1960

MONOTYPE adds yet another language to its repertoire



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just as simply be replaced for offset or direct lithography.

The Dual-Lith is the only machine to do both letterpress and litho. It is also the only small offset machine to print litho on both sides of the sheet simultaneously in one trip through the machine. All other machines require two complete printing units or, alternatively, two successive runs through the machine to do two-sided printing.

WHAT IS THE SIGNIFICANCE OF THE 'DAVIDSON' TWO-CYLINDER PRINCIPLE?

Most offset presses have three cylinders—one for the plate, one for the blanket, and an impression cylinder. As we have said, the Davidson has only two — one bearing the plate and impression segments and another for the blanket.

The Davidson two-cylinder method is undoubtedly superior. Note that the circumference of the upper cylinder is just twice that of the lower cylinder. Consequently, the lower (blanket) cylinder makes two revolutions while the upper cylinder makes one. The two cylinders are so timed that during the first revolution of the blanket cylinder the plate contacts the blanket and transfers its image to the blanket surface.

As the blanket cylinder makes its second revolution, the leading edge of the impression segment on the upper cylinder will have revolved to a point directly over the leading edge of the blanket. At that instant a sheet of paper arrives and passes between the cylinders as they continue to revolve. The impression segment exerts a downward pressure and the image transfers to the paper.

For letterpress printing the offset segment on the upper cylinder are removed and a single letterpress segment is mounted.

1. Offset Litho

The Dual-Lith is the ideal machine for 'small offset' work. It is very fast and it is capable of almost all kinds of jobs including full colour and close register work.

Offset printing by Dual-Lith is done from ordinary offset plates, made of zinc or alumi-

nium, grained or ungrained, or even paper plates. Cylinder segments can be supplied with the appropriate diameter for any thickness of plates in common use. Any kind of plate may be used-with or without holes or slots in conjunction with special segments.

2. Perfecting

While the blanket cylinder is printing one side of the sheet by offset, the other side can be printed simultaneously by direct lithographic means from a second plate segment mounted on the cylinder in place of the usual impression segments. This gives two-sided litho in one operation and means that up to 12,000 impressions an hour can be obtained. Both plates require dampening and inking.

3. Perforating

The Dual-Lith will perforate vertically up the sheet as a separate operation or, alternatively, in conjunction with any of the other seven processes—offset, dry offset, and so on. This perforating is effected by a wheel or wheels mounted in separate assemblies. Slitting and scoring may also be easily carried out and may be arranged if so desired.

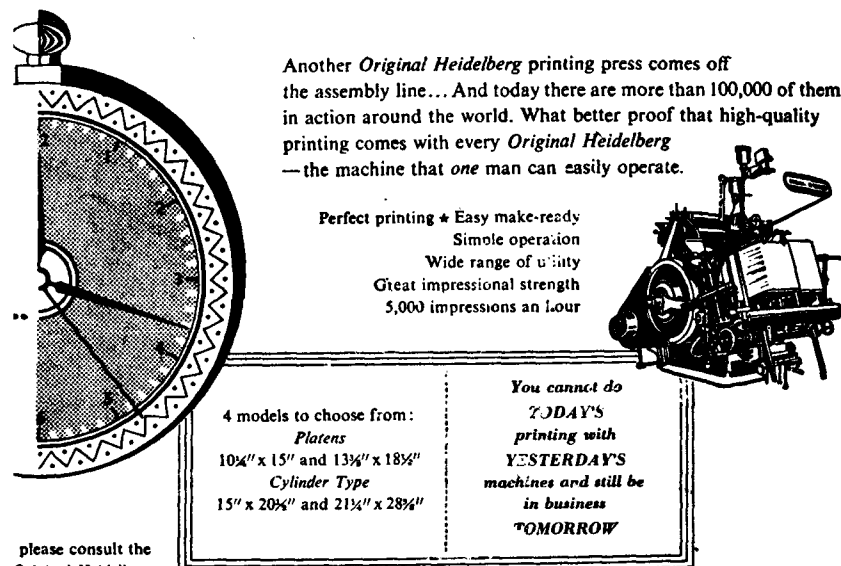
4. Rubber-Plate Printing

Letterpress printing by flexible rubber or plastic plates is a fourth facility on the versatile Dual-Lith. With the dampening system removed, the Dual-Lith is transformed into a fast letterpress sheet-fed rotary, printing direct from relief plates secured by a suitable adhesive. Adjusted to 'kiss' impression, these plates have a very long life and are excellent for both long and short run jobs. The recommended height is 0.09", plus 0.01" for the two-sided adhesive.

5. Overprinting (With Slugs)

All sorts of 'tricky' small-run overprinting jobs can be done quickly and profitably by Dual-Lith overprinting. Linotype slugs can be accommodated in an 'imprint chase assembly' for use in place on one of the segments. The type area can be ready to go in a matter of minutes, and it can be any size from one character of 6-Pt to 9½" x 2" per chase.

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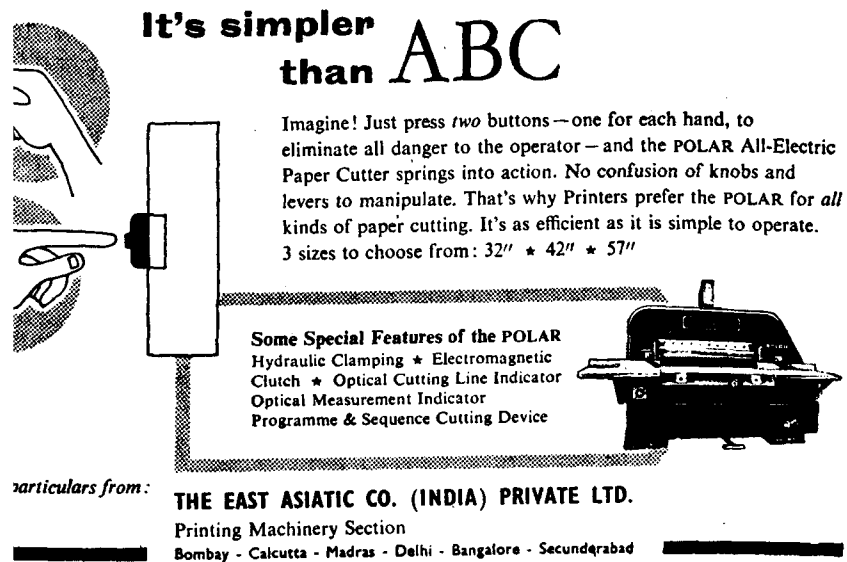
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even brochures, can all be overprinted at very low cost.

6. Numbering

The Dual-Lith quickly pays for itself by its numbering capabilities alone. It can number vertically or horizontally and from 1 to 999999 or backwards, 999999 to 1—an obvious advantage when coupled with its sheet-reversing chain-delivery capable of piling in opposite ways.

Each horizontal numbering head holder will operate with a single head or any number of heads up to seven, all numbering simultaneously. There is room in the cylinder for five holders, so that up to 35 numbering heads can be in operation at the same time.

Numbering heads can be used too with the mprint assembly and a special rubber plate segment which permits simultaneous numbering along with rubber plate printing.

If a sheet fails to feed, the numbering attachment does not advance and so the numbering is not thrown out of sequence. This attachment operates and advances only if a sheet is actually printed.

7. Dry Offset

Highest quality dry-offset (or 'indirect letterpress' as it is often called) is another product of the Dual-Lith when flexible relief plates are in use and the dampening unit removed.

The plate is 'high etched': that is, the non-printing parts are removed to leave the printing areas raised. The image is inked by the rollers, transferred to the blanket, and thence to the paper.

Dry-offset plates cost more, but have a much longer life because they are protected from the abrasive action of the paper. Consequently, a wide variety of paper stocks may be used. And there is no 'ink-and-water balance' to worry about. Excellent quality is possible with this kind of printing.

8. Embossing

The Dual-Lith provides a combination of offset printing and embossing which has a distinctive appearance. It is suitable for stationery, letterheads, certificates, invitations, greeting cards, and for other work of that sort.

This is the way it is done. The lower side of the sheet is printed by dry offset in the usual way. At the same time, the upper side of the sheet is embossed against the blanket by a relief plate working in exact register with the image on the blanket. One relief plate provides the dry offset; another exactly similar provides the embossing. The latter only can be utilised for 'blind embossing' if required. Or there can be various combinations of 'blind' and printed embossing.

There is no need for a female die: for the rubber blanket is resilient enough to perform that function.

SPECIFICATIONS

	inches	cms
Maximum sheet	17 1/2 x 16	44,5 x 40,5
Minimum sheet	4 x 6	10 x 15
Printing surface		
(with standard segments)	17 x 13	43 x 33
Allowance for grippers		1
Plate size	17 1/2 x 16 3/8	44,5 x 40,5
Plate thickness		
(with standard segments)	.006	0,015
Blanket size	17 1/2 x 16	44,5 x 40,5
Blanket thickness	.064	0,16

Speed 5,400 i. p. h.

Net weight of machine 1046 lbs 474.5 kilos

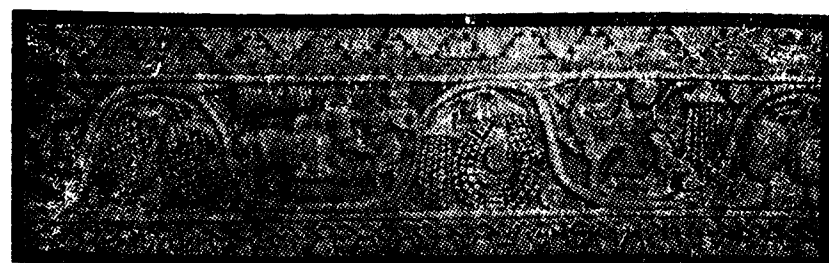


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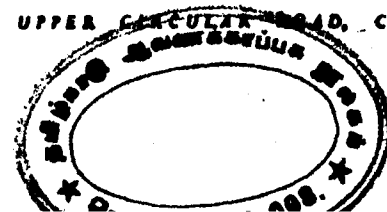
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better story



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39 UPPER CIRCULAR ROAD, CALCUTTA



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SIXTH STATE AWARDS FOR PRINTING AND DESIGNING

The Directorate of Advertising and Visual Publicity, New Delhi, has announced that the annual competition and exhibition in connection with the 'Sixth State Awards for Excellence in Printing and Designing of Books and other Publications' is proposed to be held in New Delhi in November, 1960. The Awards will be given under the conditions laid down in Annexure 'A'. A list of items falling under different categories, which can be entered for the competition, is given in Annexure 'B'.

2. Entries are invited from Publishers, Business Houses, Advertisers, Advertising Agencies, Commercial Art Studios, etc. Entries for the Competition along with the prescribed proforma(s), should reach the D.A.V.P. not later than the 15th September, 1960. They should be sent by registered post to the following address: Shri R. H. Bhanot, Production Manager, Directorate of Advertising & Visual Publicity, 'B' Block, Curzon Road, New Delhi-1.

Annexure A—Conditions

I. The entries under all categories will be limited to the productions brought out wholly in the Indian Union between the period 15th August, 1959 and 14th August, 1960. It is essential that the designing of the various entries, as well as their printing, are completely executed in India; otherwise they will not be eligible for the award of prize.

II. Printing on metal (tin-plate/aluminium) also falls within the scope of the competition under the appropriate categories.

III. In each category, there will generally be three prizes: (a) First Prize, (b) Second Prize (c) Certificate of Merit, as adjudged by the Committee of Judges. The Committee

shall lay down the procedure to be followed by them for judging.

IV. The decision of the government as to whether a particular entry is eligible for the competition and whether it falls under a specified category for the purpose of the Award will be final.

V. The Committee of Judges will consist of a Chairman and representatives of the Printing Industry, Advertisers, Artists and Publishers to be appointed by the government.

VI. No entry fee is charged. The entries submitted shall not be returned.

VII. Every competitor shall submit his entry/entries for each category at his own cost to the address specified. No responsibility shall be accepted by the government of delay in receipt of any entry, its defacement, mutilation or loss in transit.

VIII. Every entry should bear a slip, giving relevant details as per proforma. Entries received without the proforma(s) may not be entertained.

IX. Where more than one entry is sent under one category or different categories, a complete list of the entries sent should also be forwarded.

Annexure B—Categories

1. Children's Books (for children below 10 years)
2. Children's Book (for children above 10 years)
3. Illustrated Books
4. Art Books
5. Book Production (English)
6. Book Production (Indian Languages)

(Continued on Page 15)

AUGUST 1960

Forthcoming Seminar

REGIONAL SEMINAR ON LIBRARY DEVELOPMENT IN SOUTH ASIA

UNESCO proposes to hold a seminar on Library Development in South Asia during the first half of October, 1960 on the premises of the University of Delhi India.

The purpose of the seminar will be to foster the development of public and University library services in the countries of the region and to survey developments in the area since the last seminar which was held in 1955.

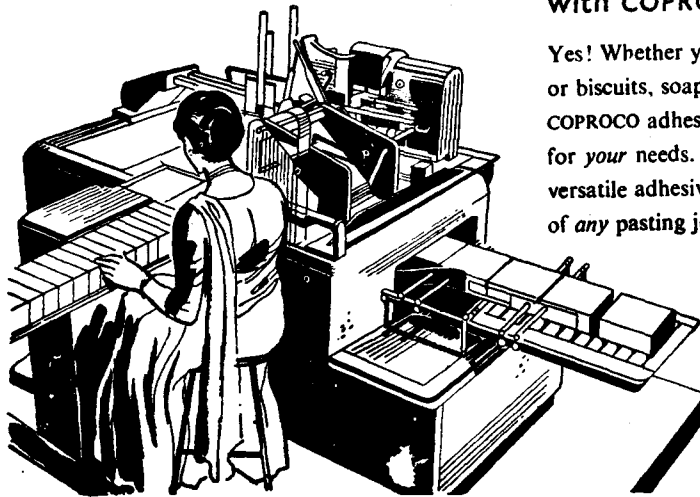
Afghanistan, Burma, Ceylon, India, Iran, Nepal, Pakistan and Thailand will be invited to send one public librarian and one university librarian each as well as the official in the Ministry of Education directly in charge of library service. The host country will provide additional participants: observers will be

invited from the United Nations, UNESCO Regional Centre for Reading Materials, ECAFE, The Colombo Plan, the International Federation of Library Association, The Asian Federation of Library Association and foreign cultural services with offices in Delhi such as the British Council, the U.S.I.S., the Asia Foundation, etc.

Topics which will receive the attention of the seminar include the problems of adoption Western concepts and techniques, co-operation and inter-library loans on a regional basis for South Asia. The availability and use of adequate reading materials and possible services to the book trade have also been included on the agenda. ★

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NEWS AROUND OUR ASSOCIATIONS

The Bombay Master Printers Association

Election of Office Bearers for the year 1960-61

At the annual general body meeting held recently in Bombay the following Office Bearers were elected: Mr. R. M. Cama-President; Mr. V. K. Joshi and J. Middleton-Vice-Presidents; Mr. N. I. Ardeshir-Hon. Secretary and Treasurer.

The following were elected to the Executive Committee: Mr. N. L. Contractor, Popular Fine Art Litho Works; Mr. R. Daruwalla, Navroz Litho Works; Mr. G. U. Metha, Vakil & Sons Private Ltd.; Mr. C. N. Parmeswar, Colour Craft; Mr. J. M. Patel, Vijaya Art Printing Press; Mr. F. R. Poonawalla, Commercial Art Engravers Pvt. Ltd.; Mr. K. C. Raman, Times of India; Mr. S. Ramu, Commercial Printing Press; Mr. V. H. Thakker Max Designs & Process Works Pvt. Ltd.; Mr. Amir F. Varawalla, Mohamadi Fine Art Litho Works and Mr. T. M. Zakiuddin, British India Press.

In the course of the discussions the secretary was compelled to point out that it was unfortunate that most of the members were extremely apathetic and did not care to help either the Association or themselves. The Association had issued a number of circulars on various subjects of vital importance to the printers, but most of them remained unread, and then printers come running to the office when it is too late. The Association maintains a regular Sales-Tax Consultant but only a very few members have taken advantage of this facility. The labour Unions are prepared to meet the representatives of the Association at a round table conference, in order to standardise all

terms and conditions and settle all matters of disputes once and for all, but the members preferred to deal with the Unions individually rather than collectively. The Association had issued various circulars, and subsequent reminders, requesting information regarding machiney, labour, scales of pay etc., etc., but very few of the members cared to reply. Without such information how was the Association to serve or protect its members? The Association had also repeatedly informed its members that the Association was prepared to handle the litigation of its members. It would certainly be preferable for individual members to fight another association, as an association, instead of as an individual, but in spite of repeated reminders the members did not avail themselves of such opportunities and then complained that the association does not assist them in such cases. It was easy to criticise, but what the Association required was constructive assistance, immediate response to appeals and active participation in matters relating to the Association and the Printing Industry.

Ahmedabad Printing Press Association

Office Bearers for 1960-61

The following are the members of Executive Committee of Ahmedabad Printing Press Association for the year 1960-61.

Shree Bachubhai Ravat (President), Kumar Karyalaya; Shree Maganlal Purohit (Vice President), Purohit Ptg. Press, Shree Maneklal C. Shah (Hon. Secretary), Anandmaya Ptg. Press; Shree Maneklal D. Patel (Hon. Secretary), Dharati Mudranalaya.

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PRINTECH

Mudrak Parishad, Bihar

(Association of Printing Presses of Bihar)

At the recent general body meeting a number of resolutions were passed requesting the Government to remove discrepancies for the smooth running of the trade in the State of Bihar, particularly with reference to the fixation of minimum wages which has been done in a haphazard manner.

Other resolutions emphasized on keeping in view the difficulties faced by the Press for the technical hands at Patna and in the State.

This Parishad resolves "that a committee be set up by the Govt. to go through the workings of the Printing School attached to the Secretariat Press, Patna and to recommend the Industries Department (Technical Education) its schemes regarding its reorganisation so that students are properly trained in different branches of printing trade."

It is further resolved that a press mechanic training section be set up at the Polytechnic, Institute, Digha of Gulzarbagh wherever it

may be practicable and to fix up the course of study for which purpose a committee of experts including the representative of the Parishad should be set up by the Government to recommend the courses of study.

B. F. M. P. New President

THOMAS B. MORLAND was installed as the new president of the British Federation of Master Printers at the annual banquet held last Tuesday at Torquay. He is Deputy Chairman and a Director of Kalamazoo Ltd., Birmingham.

Educated at Sidcot School and Manchester University, he started his business career with Morland and Impey Ltd., which was later merged with Kalamazoo Ltd.

Mr. Morland was President of the Midland Alliance in 1953-54 and of the Birmingham Master Printers Association in 1947-49. He has been a member of the Council of the BFMP since 1949 and of its Labour Committee since 1952. ★

SIXTH STATE AWARDS FOR PRINTING & DESIGNING

(Continued from Page 11)

7. Daily Newspapers (English)
8. Daily Newspapers (Indian Languages)
9. Display Advertisement Layouts
10. Art Magazines and Annuals
11. House Journals
12. Periodicals (other than Annuals): English
13. Periodicals (other than Annuals): Indian Languages

14. Posters
15. Folders—Offsets/Photogravure
16. Folders—Letter Press
17. Calendars—Offset/Photogravure
18. Calendars—Letter Press
19. Diaries
20. Devnagri Type Faces
21. Publicity Booklets
22. Labels
23. Best Round Book
24. Packaging
25. Point of Sales-Counter & Display Material

BOOK REIVEW

PRINTERS' ROLLERS

Their Manufacture, Use & Care

By

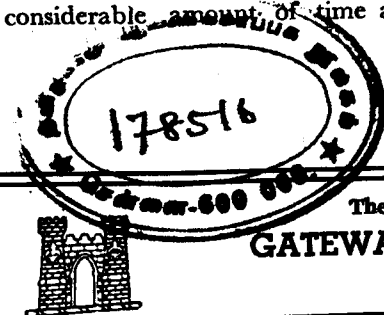
JACK DELLER

Published by: Charles Skilton Ltd., London

PRICE—30 Sh.

This book is written by the Author of 10 years experience in the field. The Author's statement in the preface:

"To my knowledge, this is the first comprehensive book written which includes details of manufacture and actual testing of almost all types of rollers. Had it been available ten years ago it would have saved my employers a considerable amount of time and money.



The Cover of this issue is printed on
GATEWAY PAPER, "Proven" White Art
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If the book succeeds in doing some good for other printers it will have been well worth the effort and time spent in its writing."

This is very true and we feel that every printer in any part of the world must possess a copy of this book. It is a very comprehensive book on the subject and has question for revision, after every chapter making, it particularly useful for our apprentices, student and others who handle every day reference for solutions connected with Roller problems.

DIRECTORY OF PRESSES IN INDIA
Published by The All India Federation of
Master Printers.

PRICE: Rs. 20

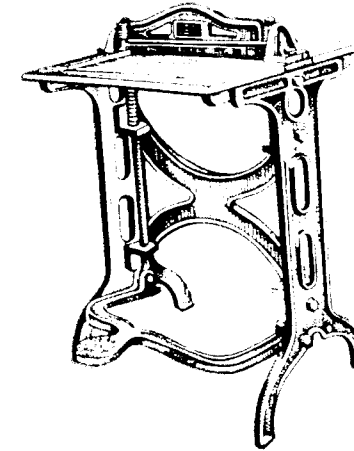
The preparation of a Directory of this kind is a difficult task. As mentioned in the preface that there may be inaccuracies and a request is made to the readers to point out such errors for correction in the next edition. The list of presses is arranged state wise. If the equipment of each press and specialised nature of work if any that is being done together with complete address would be a welcome addition in the next edition.

The Directory would serve a useful purpose if it is priced at a nominal cost say Rs. 5/- that it could be easily procured by one and all connected with the industry.

Copies can be had from the Federation office at 42, Broadway, Madras 1, or from the Local Association.

TREADLE PERFORATOR

Size 18 inches

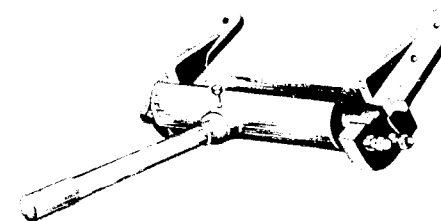


This is designed for efficient and neat working. All components are accurately machined. The machine is fitted with tempered English galls.

The tables of highly polished wood are provided with side and back gauges.

CALENDAR RIMMING MACHINE

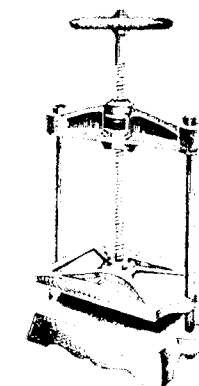
Sizes 18 and 24 inches



This machine is useful to Printers, Show Card and Calendar Makers etc. for making Metal Rims and suspenders for Calendars. Made in India. The Machine is kept in good order to work.

HARD PRESS

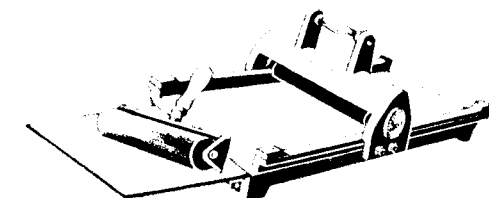
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குமரிமுனைக்குத் தெற்கேயுள்ள இந்துப் பெருங்கடலில் பெரிய நிலப்
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பது நாடுகள் இருந்தன. அந்நாடுகள் கடல்கோளால் அழிந்தன. இன்
வீரங்கள் புறநானூறு, சிலப்பதிகாரம் ஆகியவற்றால் புலனாகின்றன.**

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QUALITY PRINTING

By

H. M. WALTER ARP,
(Printing Expert, Ganges Ink Factory)

[The Ganges Printing Expert was on a lecture tour in the South, during which he delivered lectures in Bangalore and Madras. The following is a summary of his lectures.]

The Purchaser of Inks, students of Printing, the press-room Superintendent, the Master Printer, all should have a complete insight into the composition and application of inks. There are many kinds and varieties of printing inks and more varieties are being added almost every day. A more complete knowledge of inks will enable the printer to turn out better work, in addition to saving time and money. Most of all, it will relieve him from many of the vexed problems arising during print production.

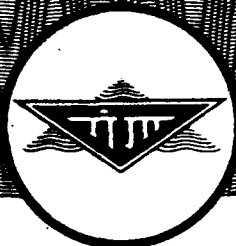
Every Printer should understand that each type of printing press and each kind of stock requires a particular formulation of ink possessing particular characteristics. Only then, proper distribution and correct transfer from plates to paper can be ensured. It is reasonable for the printer to expect sufficient number of impressions per pound of ink.

Great care should be exercised in the purchase of inks although it forms a small percentage of the total cost of the work. It has been proved that it is poor economy to buy cheaper inks which result in frequent stoppages and

loss of machine time, in addition to poor quality of printing. The time and trouble saved more than offsets the small and questionable saving in costs, in buying inks. While an open mind should be kept in trying newer varieties and grades of inks, it is poor economy to change inks on the basis of cost alone.

Another important point for the printer to bear in mind is that he will be inviting trouble by "doctoring" and altering the structure of the ink supplied by the ink-maker. For, it should not be forgotten that the particular brand of ink has been prepared to suit particular conditions such as quality of stock, speed of the press, nature of printing surface, drying time available, etc. Only in an emergency and that too by a competent person, adjustments in the ink formula can be successfully effected. At all other times, only the ink-maker is the competent person to meddle with the ink. In fact, most of the problems arising during printing are created by "doping" or unwise correction of inks.

Some printers go to the extent of asking for all properties in a particular grade of ink.



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Mr. Walter Arp addressing Master Printers of Bangalore and Mysore

This is impracticable. The production of a good piece of printing is only the result of a combined effort by all concerned. Ink-maker, paper-maker, Machine manufacturer, the printer, the block-maker, all contribute towards the final quality of the end-product. It falls to the lot of the printer, often, to correct and compensate for the errors, deficiencies and drawbacks of the plate-maker or the engraver, the poor quality of the paper, the oldage of the machine or other defects in materials.

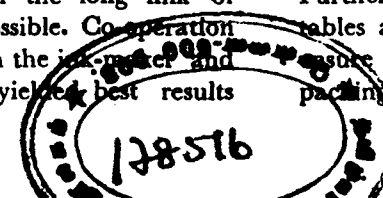
Printing is a competitive craft and industry. In this connection, a German Proverb will be appropriate; "The last one is bitten by the dogs." The printer has to make good all the inadequacies of others in the long link of making good printing possible. Co-operation and co-ordination between the ink-maker and the printer have always yielded best results

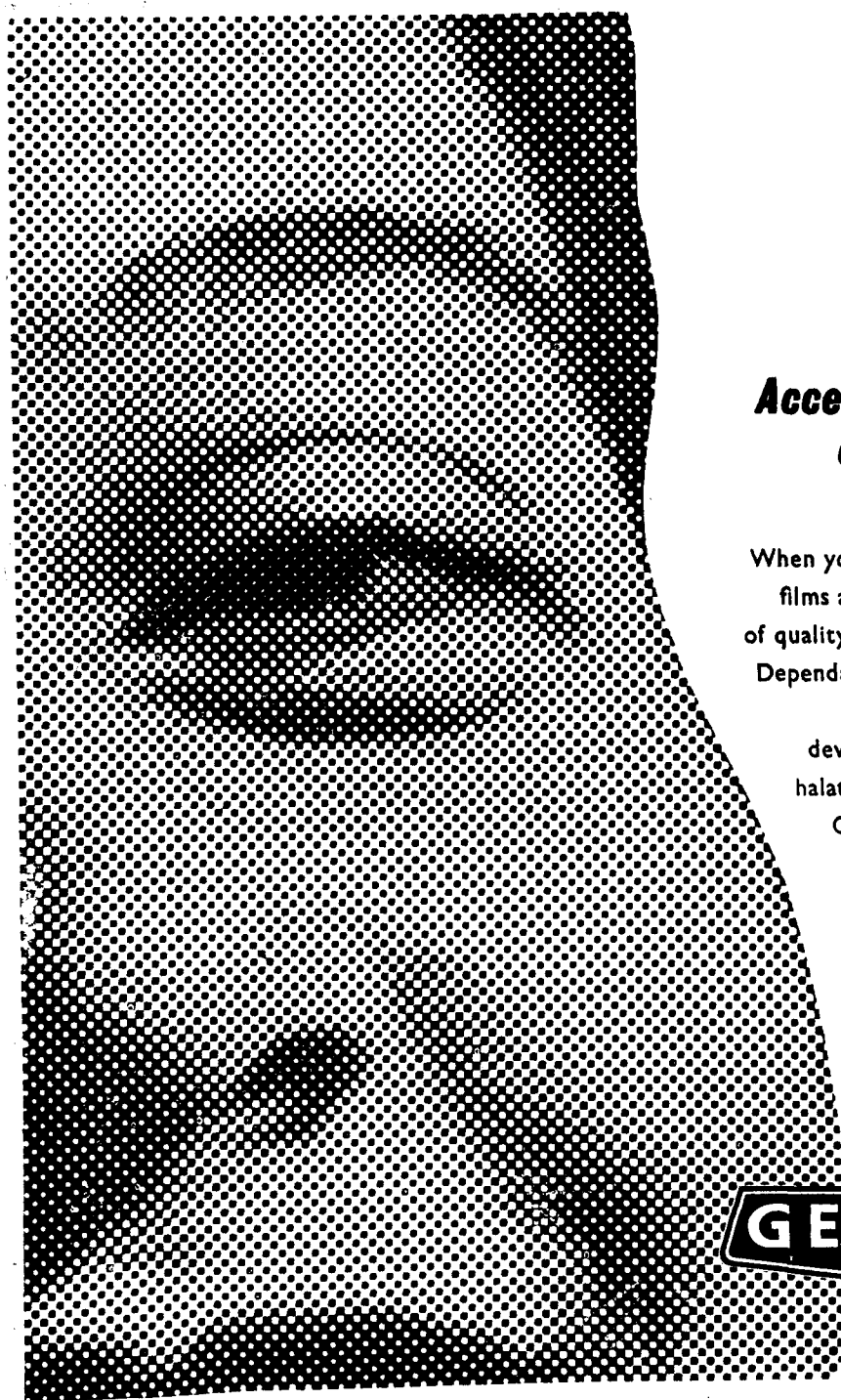
and never failed to lessen the working difficulties.

In the short space of a few hours it is not possible to exhaust all the problems and explain the remedies. But it is possible to touch upon important things which will *prevent* the occurrence of such common problems as set-off, slur, crease, mottle, picking, crystallization, etc. Some of these troubles relate to ink, but the same may occur due to other causes also.

Precision, labour-saving spacing materials, made of steel or light metal and modern mechanical quoins, with metal mounts will save much of the trouble encountered with wooden furniture, wood mounts and wooden quoins. Further, height-testing equipment, lining up tables and other pre-make-ready outfit will ensure accurate register. These, with good packing, good rollers and care in printing

OCTOBER 1960





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About the Author

H. M. Walter Arp hails from Hamburg from a distinguished family of printers, his grand-father having owned two large printing plants which were completely wrecked during the Second World War.

A born Printer, Arp Graduated with honours, only one among hundreds to pass with that distinction, from the Printing Technological Institute. Eighteen year old Walter put his heart and soul in learning the craft thoroughly and understanding the latest printing techniques in three large Printing houses in his home town of Hamburg.

In 1955, he was appointed as an Instructor of the Heidelberg Pressmen's School where his ability was rewarded soon by his promotion to the rank of Chief Instructor. During this period, he devoted his time to the study and research of various kinds of Printing Inks received from various countries of the world. From these he formulated suitable grades for the Original Heidelberg Automatic Platen and Cylinder machines. This research work in inks was preparing him, although unconsciously, for his later career as technical expert in the Ganges Printing Ink Factory.

In 1956, he met Emil Fjermeros, Managing Director of the Ganges Ink Factory, which paved the way in course of time for his becoming the Printing Expert of that factory.

Joining the Ganges Factory in Calcutta, the largest in Asia, he built up an up to date Ink testing department with laboratory, the only one of its kind in these parts of the world. He also developed the Printing Press of the Ganges Ink Factory. With these, the service of the Ganges to the printers became more purposeful and efficient. In July, he started the Ink Quiz and has been answering through its columns scores of important questions and solving problems arising in printing from day to day.

25 year old H. M. Walter Arp has travelled widely in U. K. and the Middle East before coming to India to take up his assignment with the Ganges. He represented the Heidelberg Organization in the Drupa Exhibition, 1958, at Dusseldorf, W. Germany.

Mrs. & Mr. Walter Arp, who travelled thousands of miles in the South recently, were met by over 500 printers in the Woodlands Hotel Reception at Madras. He answered scores of questions, cleared many doubts and explained many latest techniques on packing, make-ready, register control, etc. Far from a mere sales talk, his lecture was marked by its clarity, simplicity and sincerity. One more link was forged between the ink-maker and the printers of India, thanks to Mr. Arp and his service lectures.

Mr. Walter Arp delivered a technical lecture to the students of the Regional School of Printing, Madras. On the extreme left is Mr. Satrugnan, Secretary of the Madras Printers' & Lithographers' Association and on the extreme right is Mr. V. K. Sriramulu Naidu, Principal, Regional School of Printing.

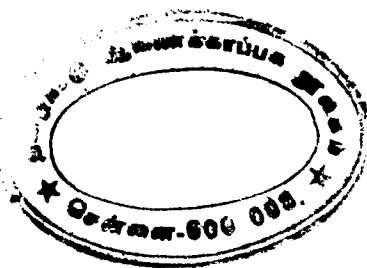


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will also help in ensuring good quality. Temperature and humidity control plays an important role in the stability of paper dimensions and the quality and drying of ink.

As I have already pointed out, Ink is not always to blame, and before applying any remedy, the cause should be correctly traced. Improper adjustments of the machine, unsuitable packing, bad lock up of the forme, may all cause slurring. Even bad adjustments of rollers give this trouble. Unless one is convinced after checking all the other factors, that ink is at fault, it will be dangerous to alter the ink.

A too tacky ink causes picking or sticking. Too much drier in the ink may also cause this defect. A thinner and more penetrating

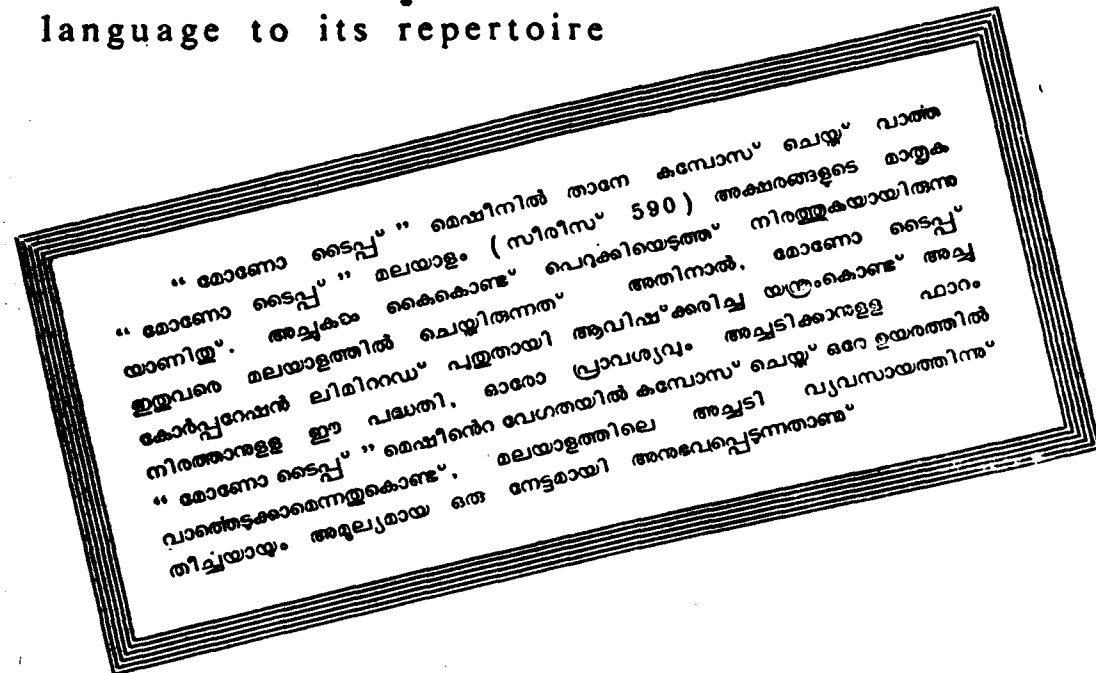
vehicle may be the answer to such a problem. Here again, the ink is unsuitable either to the stock or to the machine. In this connection, mention should be made of the difficulties experienced in printing solid formes on platen machines. As printing on a platen is effected at a time over the whole area of the sheet and the paper has to be removed from the whole forme at once, the ink for platens should be short in consistency, but rich in pigment value. Picking, mottling and ghosting result while printing solids on platens. A small addition of paste reducer (Anitak Compound) up to 15 per cent can be added. If an excess is added, the ink may become greasy and may rub off.

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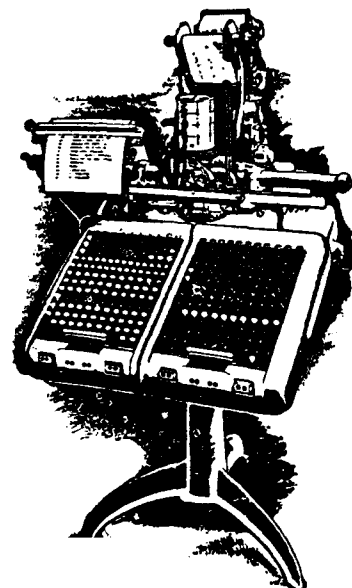


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Powdered starch is also suitable. This makes the ink short and also prevents the paper from sticking to the forme. On no account, oil should be added to the ink.

In printing solids on platens, a rubber blanket in the packing below the first sheet is very useful. The small circumference of the forme rollers on the platens and the absence of riders are responsible for roller repeats. On modern platens which have riders, this is avoided to a great extent.

On cylinder presses, a specially rubberized linen blanket will be helpful in printing half-tones. A natural or synthetic rubber sheet is used for platens. The thickness is between 10 to 20 thousandths of an inch. The resilience gained in the packing reduces make-ready time to the barest minimum and the ink-lay is also better. For formes containing halftones and matter, only the places covered by the halftones need the rubberized blanket, the remaining portions having an ivory cardboard.

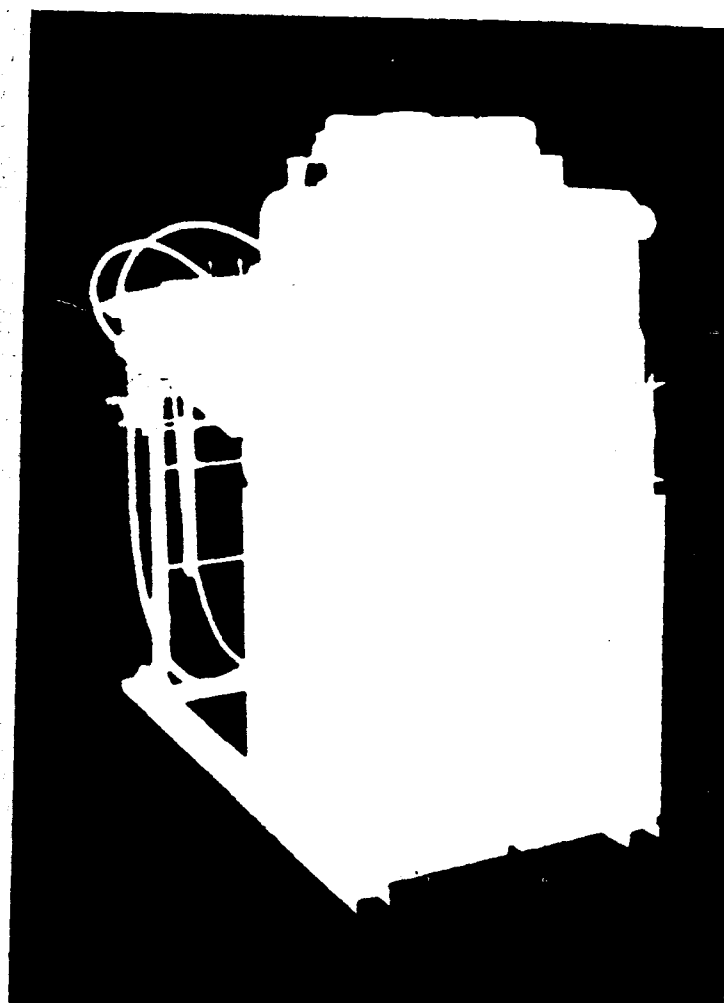
Finally, I wish to touch on the sequence of colours in printing three and four colour half-tones. The traditional way is to print the lightest colour, namely yellow, first. But after considerable research it has been established that printing blue or black first will give better results. The sequence to be adopted depends on the nature of the original and the circumstances while printing. Much gloss can be obtained in the finished print by starting with blue as the first colour. If we start with black, a dull effect will result. In order to register the other colours correctly, in special cases where the black colour contains type matter, printing the black first as the key is resorted to, to make it easy for registering and fitting in other colours. Whatever be the sequence, the block-maker should be told of this, so that he may supply the printer with the proper progressive proofs to serve as a guide in matching.

I thank all the printers who have gathered here and have been showing much interest in the lecture and who asked questions which are common to all others. ★



Mr. Walter Arp and Mr. Shunmugasundaram, Manager of Ganges Ink Factory, Madras with the staff of the Regional School of Printing, Madras with whom he exchanged technical knowledge of difficulties of Printing Inks in turning out quality work.

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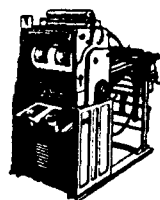
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DAVIDSON

DUAL-LITH

The Complexities of Colour Classification

By

DR. W. SCHWEISHEIMER,
(on the difficulties of naming shades)

Hardly any part of the human language is as helpless and undeveloped as the naming of colours and their shades.

A customer wants advice from the printer with regard to the colours and colour combination he needs. He starts explaining to him the colour he wants by saying: 'It should be really red, dark red, saturated red, like dark red carnation, you know, not a green shade in it, see what I mean?'

But not until you have seen 20 or 30 samples you will find what you actually are looking for. Several efforts have been made by colour experts to arrange tables of dictionaries of colours. We are not in the time of the great Italian 16th century painter Titian any more who once said that all we need is a perfect command of but three colours: white, red and black. There are scales of colour hues which provide each one with a certain number or several numbers; colours are designated by numbers and sub-divisions of numbers.

Colour Systems

Much admired was the system of colour organisation originally developed by Wilhelm Ostwald, Leipzig physical chemist and winner of the Nobel prize. Since 1915, colour cards have been issued by the Textile color Card Association of the United States, two season-cards a year.

A manufactured 'Color Eye' is a new industrial colour measuring and comparison instrument designed to replace the human observer in precise colour matching problems. Developed through collaboration of Instrument Developments Laboratories, Inc. and Research Laboratories of the Pittsburgh Plate Glass Company, the new instrument incorporates the latest electronic and optical techniques

to simulate the response, sensitivity and discrimination characteristics of the human eye. It is said to be accurate within one half of one percent.

Colour comparison is made on the tristimulus basis. In comparing samples the instrument automatically accommodates itself to the illumination level of the samples, just as the human eye accommodates itself through its iris diaphragm, the retina and the brain. Colour differences are read correctly on a meter having two ranges.

Five Million Differences

In no way is the printing industry limited as to the choice of colours. The human eye can distinguish differences among two million colours and shades according to a report of the Inter-Society Colour Council which consists of experts in standardising colours and shades. So far more than 7,000 colours and their shades have been tabulated, reported by M. Rea Paul co-author of the Dictionary of Colours. Standard English dictionaries, however, list only about 3,400 words for these seven thousand odd shades.

Man has learned to understand the spectrum. White sunlight when sent through a glass prism, is spread out, and decomposed into its simple constituents. We see a continuous band of light rays, the solar spectrum, evident to the eye as a sequence of colours of subtly varying hue.

Not all colours of the spectrum are visible to the human eye. The longest rays, infra-red, as well as the shortest rays the ultra-violet, do not stimulate the cones of the human retina. The visible spectrum includes seven (or six without indigo) spectral colours: red, orange, yellow, green, blue, indigo, violet, white, in

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this particular case, is actually composed of seven colours.

White is also produced by a combination of colours which are mixed in a certain proportion. Always two colours of a particular combination produce white. Those are complementary colours. Such colour complements are yellow and violet, orange and blue, red and blue-green. The human eye cannot distinguish any longer these different colours. Even the printer though he has mixed the two colours previously himself, cannot see anything but white.

What the Printer Sees

Actually, the colour printer or any other colour expert sees many more colours and hues than the layman recognised. Ask anybody about the colour of a certain wall paper in the dining room. He will answer: brown, greyish-brown, or greyish-violet. But the printer who knows the various colours from long experience and may know also to combine certain basic colours to create a new colour, has the exact name for the particular kind of grey or brown or green.

Colour experts in the printing industry will understand each other by one single word while other people have no way of expressing themselves properly until they are shown examples of the colour hues within the broad limits which they were able to specify.

Tests have shown that the ability to perceive the different colours is unequally distributed over the retina, the nervous part of the eye vision. The eye has a limited field of vision. In its centre the objects are seen distinctly while the vision is indistinct on the margins. These margins are sensitive only to white and black as well as to their mixture of grey. The fields for blue and yellow cover the whole area except the margins. The fields for red and green sensation are the smallest, occupying only the central part of the field and covering less than half its surface. The margins are insensitive to colour, they distinguish only degrees of light and darkness.

You may find out for yourself whether you can distinguish any colour in objects which

you see at the margin of your field of vision. You will see that you cannot recognise any colour in those objects.

There are certain limits to our colour sense and our colour knowledge. As far as these limits are physiological, founded on the nature of eye and brain, they cannot be changed. But the limits can very well be extended through practice and observation and that is the reason why printers, painters, decorators etc. have a much better knowledge of colours than the average man.

Psychological Effect

The printer often has to make a decision regarding colours and ornamentations on wall-papers. Here, frequently repeated ornamentations and designs should be avoided, especially in bed-rooms and sick rooms. American Dr. Wadsworth believes that childhood contemplation of that hideous wallpaper, with green and yellow cabbages everlastingly shrieking for attention, may have started some of the neurotic men and women of today on the path to their neuroses.

This may be somewhat exaggerated. But it is an old experience that while lying in bed, you involuntarily fix your attention to the wall. Fever racked patients are impelled to count these printed patterns, they may become nervous and exhausted from such futile activity. In twilight and at dawn they imagine caricatures and monsters lurking in those provoking ornamentations which produces confusion and nervous strain. In Spanish jails use was made supposedly by bizarre wall ornamentations to torture the prisoners in psychological way.

Mood-Conditioning

Printers and painters, architects and dress-makers are responsible for the colour condition of our surroundings. The colours chosen are of influence on the mood of every human being who comes in touch with them. Colour experts consider the use of colour for 'mood conditioning' homes and offices, a pendant to air conditioning. Surely the working efficiency is highly influenced by the choice of proper colours.

—“Courtesy—Printing World” (7th Sept. '60)

OCTOBER 1960

PRINTECH

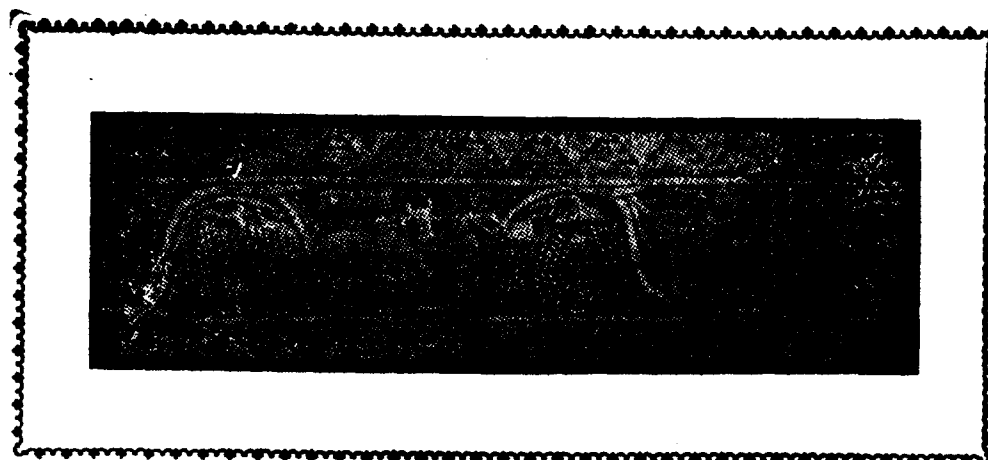


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GRAVURE versus OTHER PROCESSES

By

L. K. HANSON

(CONTINUED FROM PREVIOUS ISSUE)

"How do we describe the changes that are taking place in corrugated packaging? The man who likes the flamboyant word would probably say 'revolutionary', and I'm inclined to think he's right. To put it ever so mildly, an important transformation is taking place. For here is the workhorse of the packaging industry behaving like Cinderella. Maintaining its hold on the industrial usage which established its position in the first place, the corrugated container, well printed and colour-printed is moving through the warehouse on to the retailers shelves and into the consumer's home.

"The manufacturer has discovered the advantages of shipping even his heaviest and least glamorous wares in a brightly printed readily identifiable container that encourages the warehouseman to replace his stock more rapidly and that saves all concerned a substantial amount of handling time. The manufacturers sales and advertising people have found that the lowly shipping container can be transformed to make a logical contribution to their advertising and promotional efforts. They have found that the shipping container can build multiple unit sales. They have found that the corrugated container can become an effective point of sale display. In other words corrugate is ready to play its part - is, in fact already playing a very heavy part - in the self-service world of the sixties. It's no wonder that The Econometric Institute, reporting on a survey at the annual meeting of the Fibre Box

Association, predicted that the demand for corrugated shipping containers will double in the next 15 years.

"What are the technical developments that are making it possible for the ugly duckling of the packaging world to be reborn in what we might call Technicolor splendour."

"Certainly the increased and increasing use of the four colour printer-slotter is a significant factor. But I am not prepared to quote definite figures to give you an idea of the dimensions of the trend.

No Fluting Problem

"Still another development—and I guess we'll have to call this a future trend is the printing of linerboard before it is combined with the corrugating medium. Here we get the advantages of multi-colour and halftone work without any problem whatsoever from the corrugated fluting, and we also get high speed printing production. There's no difficulty up to this point but then the liner must be combined with the corrugating medium, and here's where we run into the expensive side of the story-expensive for the time being at any rate.

"The registering device for the cut off of the preprinted liner is a piece of electronically controlled equipment. In the United States, represents a sizeable investment \$ 40,000 to \$ 50,000 or in the neighbourhood of £ 15,000 sterling. At present there are only about five companies in the United States that have the equipment installed and operating.

"On the other hand, the prospective user of the electronically controlled cutoff knife will be relieved to know that he doesn't face the complications and the additional expense of special training for his personnel. I am told that after the installation is made and checked out, any good corrugated shop can operate the equipment.

Better Still

"There are further refinements of this equipment in the offing. They are still in the testing stage, so that once again we are looking a bit into the future. At the moment, the investment would run to twice that which is needed for the electronically controlled system we have just mentioned, and I understand that it is working about one third of the time right now. This is a matter of introducing a completely redesigned knife into the system in addition to the electronic controls. If you are accustomed to thinking of present cut-off knives as tending to be out of register in a range of $\frac{1}{4}$ to $\frac{1}{16}$ in., you will be deeply moved to learn that the newcomer will give you absolute cut-off when the kinks are straightened out and when you can raise the money.

A new roll grinding machine has been specially designed to grind gravure rubber-covered and copper rollers to a high degree of accuracy and surface finish.

Rigid and free from vibration complete with patented and automatic cambering motion—this machine is ideally suited for the re-grinding and maintenance of printing machine rollers.

Capacity of the machine is from 1 in. to 12 in. dia. by from 54 in. to 144 in. long. The headstock has three work speeds by means of a 3 step pulley. Oil-hydraulic table traverse give infinite speeds from 10 in. to 100 in. per minute. Hand traverse is also provided. The hydraulic system is operated from a separate and easily accessible pump and tank.

The grinding head, with independent motor drive has hand feed with easy to read micrometer dials with fine settings.

Equipment includes a diamond wheel dressing attachment and a special spindle for balancing the grinding wheel boss and wheel as a complete unit.

A water coolant pump and electrically operated clairfer for filtering and cooling medium is supplied as a standard fitment. Also supplied is an efficient and powerful dust collecting unit complete with fan, motor and starter.

The manufacturers are Dronsfield Bros. Ltd., of Oldham.

—By Courtesy—Printing News



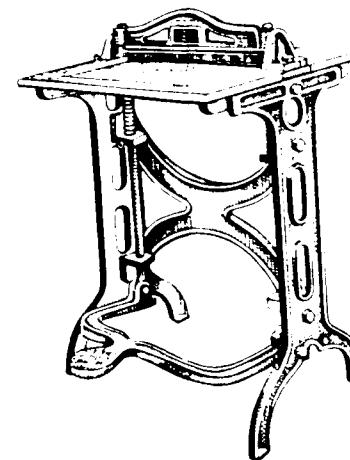
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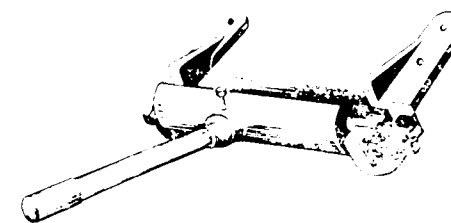


This is designed for efficient and neat working. All components are accurately machined. The machine is fitted with tempered English pins.

The tables of highly polished wood are provided with side and back guages.

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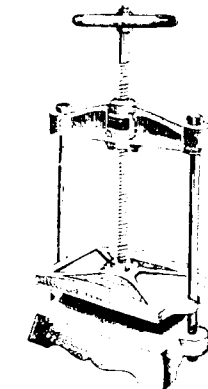
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This machine is useful to Printers, Show Card and Calendar Makers etc. for fixing Metal Rims and Suspenders to Calendars, Maps etc. The Machine makes single and double folds.

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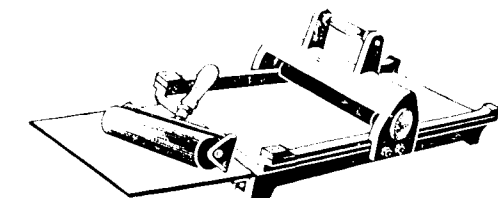
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