

# Abstracts of Articles

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It is very surprising how much prints of InkJet method are there around us in our daily life. For example the scandalous marks on eggshells, or on other foodstuffs, made by the marking method of InkJet, informing us about the production and guaranteed times, or marks on parts of industrial articles, cosmetics, cars, etc. They are used in the postal letter-processing systems too. Of course, there the quality requirements are not as high as in our industry.

The InkJet printing technology now is nearly 20 years old. During that time its development process has been enormous, which made it possible to use it in quality demanding fields for producing different, short run, large and wide format prints as well as standardized proofs necessary for quality control purposes during the prepress.

During the last two years, we could see at every professional exhibition a lot of beautiful, spectacular wide format quality prints made by more and more quicker InkJet printing machines. The news, the brand-new information and technical novelties are in the article written by Emil Eiler, for the curious readers as well as for experts working in this interesting field of our industry. You find a short collection of technical meanings of English professional words in Hungarian on page 21, as well as in a printer's dictionary on website of [www.digit.hu/szotar.html#inkjet](http://www.digit.hu/szotar.html#inkjet).

We introduce three different companies using InkJet technology. There are differences between them as for their size, machine parks are concerned, but their results are exemplary. You'll find information about the best of proof maker InkJet printers too. The column of *Graphics in Grafika* also makes more interesting our present publication. The autographed works are now of *Zoltán Kemény*.

Subjects of our next edition will be: flexo- and screen-printing. It is published one week after the traditional and interesting *Flexo Symposium*. Until that I commend you our present issue and our website: [www.mgonline.hu](http://www.mgonline.hu), where you find more up-to-date information too.

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Beginning in the twentieth century several methods have been developed that are known today as *Non Impact Printing Technologies (NIP Technology)*. With these methods, the printing plate is newly imaged for each printed copy (as in *electrophotography*), or the ink is directly transferred (without a plate or image carrier) onto the substrate, as in case of *InkJet* technologies. This article is dealing with them: *Continuous InkJet (Binary /Multiple Deflection; Hertz & Microdot versions)*, and *Drop-on-Demand InkJet (Thermal -BubbleJet; Piezo-electronic, Electrostatic & Acoustic versions)*. One page after another can be printed with different content by these methods. Main topics of this article are: *The History of InkJet; Milestones of its development* and *Basics of the technology*. You can find information in it about *InkJet Inks* and the *Substrates* of the technology. There are interesting parts in it dealing with the *image capture*, and *printing full color pages with flying droplets*, and with the *image quality of InkJet prints*. The chapters dealing with the benefits & drawbacks of the processes and the new marketing and market possibilities are also very interesting subjects for reading.

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At the end of Megyeri street (Újpest), there can be found one of the imposing buildings, and that - with 3 large halls-, belongs to OSG Hungary. Last year they produced more than 5000 different jobs. Annually they make nearly eight thousand square meters of digital prints. Print production of one shift can be enough to cover fully a soccer field. This company arrived here by the help of a majority stockholder: the Italian firm grounded in 1997, is producing giant posters using offset process.

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In 2003 we have known that CtP technology would mean more and more significant part of our income. Therefore we tried to find new service possibilities. We started digital printing, for producing posters. For that purpose, we bought our first production

machine (in December, 2003), for printing and scoring. It was a Roland CamJet. Since that time we have two more printers. They differ from each other in usage of ink- types. Nowadays we are able to produce prints of good quality in economic ways.

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In 2006 two different companies have found complete solutions for different sectors of print-market. Our goals were among others: investing in a middle category printing system, producing right colors, simplicity of work, economic efficiency, to save time and costs by these.

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For education and training of our experts it is not enough to teach them up-to-date theoretic knowledge. It is also necessary to keep the knowledge of young people in harmony with the daily practice of the industry in the fields of processes, methods, in usage of measuring instruments and tools. In this article Ildikó Endrédy – women director of Budapesti Műszaki Főiskola Médiatechnológiai Intézet – tells her opinion to readers of Magyar Grafika about difficulties of purchasing tools and some significant events of near past.

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For our success it is necessary, to have an ability of understanding our talking-partner's feelings. Result of our work depends on our social connections and this ability depends mostly on our empathy. This makes for us possible to form good partnerships in our workplace, to build federations we can count on, in planning the changes wanted at the workplace, and to have good strategies, making good decisions necessary for them. Leaders having enough empathy are very responsive to other's mood.

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Organizers of the internationally respected Ipex event announced to launch of *Ipex Digital CEE 2007* in Poland. A dedicated digital print exhibition will take place from November 6–8 (2007), at the brand new state-of-art *Warsaw International Expocentre XXI*, in Warsaw. Supported by *Polish Chamber of Print*, the *Association of Screen and Digital Printers*, and the *Polish Direct Marketing Association*, the *Ipex Digital CEE* will be a showcase for the entire digital print process, from conception to completion, ranging from pre-press to digital presses, post-press and materials. (Including

Variable Information Print –VIP, and *Print-on-Demand PoD* technologies). The event has been developed to support the fast expanding and highly dynamic print industry in Central and Eastern Europe. There is a considerable interest and investment in cutting edge print technology in the region and a pressing need for an event that provides a comprehensive showcase for every latest digital hardware, software and consumables.

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This is the 40<sup>th</sup> year when *German Book Arts Foundation* has been founded in Frankfurt. Last year there was an exhibition – in Leipzig on 14<sup>th</sup> September – a showcase for the best of the books. The same exhibit has been shown on *Frankfurt Book Exhibition* where every interested ones took part. For us this is *The Feast of the Book*.

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In 1453, the *Osman-Turkeys* occupied *Constantinople*. Nearly at the same time was Gutenberg was dealing with the printing of his *42-line Bible* in Mainz. These events mean not only a coincidence, but – indirectly –, means a big effect on the start of European printing industry too.

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In the 9<sup>th</sup> district of Budapest, in Vaskapu street, which is parallel to Soroksári street, there is a building of four level, which was built by the owner, named Gyula Meinel. In 1908 he made there a coffee-roasting plant together with a store. Nowadays *Studium Printing House* is acting there. I made a report with *László Gyarmathy*, the director of it. To my surprise, I saw a table there with the text of *Mester Nyomda* (ie: *Master Printing House*).

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Last year, *RKK Faculty of Technical High School, Budapest*, organized with success a summer university under the name of *European Digital Media Management*. It was a showcase of electronic media industry, the digital printing, as well as the communication technologies in an international environment. There was also an English language course there together with cultural programs for small working groups. At the end of the third week, the pupils coming from different parts of the world, became a real multicultural and competitive community.