

Abstracts of Articles

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Dear Reader, In present edition of our paper we are focusing on flexo technology. The first two days long event this year of *Printing Section of Technical Association of Hungarian Paper and Printing Industry* was the *Flexo Symposium*. Most of the best presentations can be read in this issue. You will find in it many new and interesting features, from the flexo color management, the new Kodak system of flexo printing form making, and mounting, to harmful Volatile Organic Compound's migration, to the properties of the new raster rolls, as well as to the recycling of flexo-prints.

In our traditional, seven year old, article-series of *Who Is Who in Flexo*, eleven cooperative flexo-expert author colleagues of us, introduce themselves with their articles. We should like to express our thanks for the professional help of the *Zoltán Hujder, István Sári, Zoltán Petrényi, Andor Kurucz, Norbert László, András Lévai, László Csaba, and Szabolcs Szabó*. Our editorial staff is hoping their collaboration in the next flexo special edition too. We must consider the Financial World Crisis, but we have to be well prepared to, and act *against* it. For the packaging material producers it is somewhat easier, than for the book printing home plants. Our next edition will deal with this in our postpress issue. Traditionally, we give a chance of a short introduction to the new graduates of *BMF and Moholy Nagy Művészeti Egyetem*. We wish to the beginners a successful professional life. Many of them are already members of our Association, but we wish more and more PNYME members and readers of *Magyar Grafika* from them. On page 17 can be found an article containing advantages of PNYME membership!

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This article entitled *Media industry in the financial world crisis*, is dealing with the start of the crisis process, with its impact on the world economy, including EU, particularly on the printed and on-line media industry, as well as with the techniques of the survival of the crisis. It emerged in September 2008 with the failure, merger, of several large US-based financial firms and spread with the insolvency of additional companies, governments in Europe, recession, and declining stock market prices around the globe. As a consequence, much of the industrialized world entered into a economic crisis and deep recession, including media industry too, with the collapse of the substantial housing, and Dot-com bubble, and with stock market downturn. The results are: "manufacturing" crisis, inflation, unemployment, lowered GDP, bankruptcy of companies, and a political instability, social unrest of the world. (Including of member states of EU).

These are the main disadvantages, but not for every countries. For instance-, China is just a slightly affected by it. Beside the disadvantages there are advantages too of the economic turnaround: for example,

a decreasing inflation rate, because of the decreasing demands!

Now it became clear, that capitalism and the market economy are totally unable for self-control! According to *Nicolas Sarkozy* the French prime minister, "*The American dollar can not be a leading currency in the world any more!*"

The main features of our article are a comprehensive survey of the impact of the crisis on the *media industries*, including our – not recession proof – *Print Media Industry*, as well as the tools of the survival, and recovery from the global financial turnaround.

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New Graduates of the *Budapest Tech Polytechnical Institution Rejtő Sándor Faculty of Light Industry and Environmental Protection Engineering Mediatechnology Institute*, as well as the *Print Media, Paper-, and Packaging Technology Faculties of Budapesti Műszaki Főiskola*, have their state examination completed on January 27–28th.

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Value added flexographic printing: The author of our article is dealing with the flexographic printing processes producing added value prints, which have such kind of cultural, moral, quality, aesthetic, financial, or other kind of "values", which make the printed product more valuable, popular and wanted by the customers – and therefore – more profitable for the merchant. In this article you will learn about trends and special production "tools": natural, artificial and intelligent (smart) substrates, plastic, metallic foils, printing inks, as well as printing techniques needed for the value added printing and converting. You will find answers to such questions like these: How can be printing more effective, as a value adding media and brand builder? What value adding printing techniques can be used to achieve this? What kind of values can be added to the workflow and value chain? What are the options for value added productivity?

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Color Management Difficulties in Flexoprinting and in Proofmaking. This article is a short survey about the history of old and presently applied proofmaking tools and methods. As the author says: "*Working for Intergaf Kft*, for a long time I had the possibility to try and work with different proofing systems, from the analogue *Cromalin*, the digital ones, up to the presently used, precise *Efi Colorproof XF system*, which is capable to interpret even the on-bit input files. Since the arrival of graphics for packaging, there occurred several extra demands too in the daily practice."

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Flexo Proofmaking: At the occasion of *Flexo Symposium* last year, we could learn the most improved *FlexoProof*

digital method of GMG. Now – among other novelties – when appearing the new version of the software, is an excellent possibility for us to give best answers to the newer challenges of flexotechnology.

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Digital flexo printing form making is now more than its age of ten years. Despite of its enormous development, there are still many technical problems. The Kodak System now is trying to overcome these limits.

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Hungarian Hawk in the Flexo Printing Houses: Unique FlexoTech X mounting machines, with their Automont, automatic mounting function, which, shortly (within 30 sec) after the pre-adhesive action will automatically mount the printing form. After the great success of SWS machine at *drupa 2008*, it has a determinant role on the world markets, so they are already at 26 places around the world!

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Adhesive Technical Advices for Mounting Experts: Our adhesive-technical advices help to understand what are – according to the suppliers – the most important factors about the adhesive bands.

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Special Doctor Blades for Flexoprinting: Nowadays for the flexoprinters, the main aims are: higher speed, less standstill and waste of time. In connection with this the main factors are the quality of raw materials. When using Doctor Blades, we find several difficulties and problems.

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Ink Products of JKM Pronat Kft for Converting Purpose: Growing variability of packed products and demands about them, wanted by the users, give special tasks for the print ink producers to solve every given packaging tasks. The end result of product planning and production of it depends mainly on ink-makers, printers and the users of packed products as well as the quality of cooperation between them.

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Less Waste of Time = More Sales Revenue: This article is a survey of a presentation, entitled *Developments for Flexoprinting*, by Mr. Swen Wüstefeld, from Windmüller & Hölscher's regional representative on FlexoSymposium (held 2009. 19. March).

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Ink Transfer Rate due to Ink Migration: ITX, TAA, Benzophenone, which one next? Food-packaging material producers are more and more uncertain which of the components of the printing inks are usable for food packaging materials printing. The circumstances change rapidly. What can the printer make to solve this problem, to remain in harmony with the controller authorities?

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Print Will Be a Waste Material Once: In the past, printers did not show any interest about the future of their prints. The painter paints, the printer prints on every sort of media, paper, board, glass, textile, metal depending on the tools used. The aim of this article to achieve that let the printer – who CREATES products – let think about the fate of them as waste material!

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Bobst Novelties: Bobst SA has shown its latest developments in *Lausanne*, in the frame of an Open Days event, entitled *Competence 09*. Some of these novelties were shown on *drupa 2008* too. They were equipments made for the packaging industry, or producing quality boxes in economic manner. It was a great honor by the leadership of the company to show their products – mentioned in our article – personally to the visitors.

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On eight course of Moholy-Nagy University of Craft and Design's typographer's high grade examination has been completed. Their exam-works are shown by Péter Maczó DLA.

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Limit is the Starlit Sky: STI Petöfi Printing House is still very lucky, because they develop and yet does not feel the effects of the financial world crisis. They produce 1.5 billion of packaging boxes, 11% of them is made for pharmaceutical industry. One of the largest plant's leaders of that industry told once "I have heard of financial world crisis, but we made a decision, so we don't take part in it".

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A report on a machine inauguration: Printing machine operator students at *Békéscsaba*, have got a *Hidi printing machine* with five printing units. Since many years, it was the wish of the leadership of the school, to have such.

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Lajos Papp: Man Of The Year, in the Printing Industry: This year the *Federation of Hungarian Paper and Printing Industry* has given an achievement award to *Lajos Papp*, general manager of *Gyomai Kner Nyomda*. He is well known across our industry, but just a few know about his two patents. The article is a report made with him, about his life and model patterns.

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The article is a necrology for *József Scharnitzky*. Without him, our industry will be poorer.

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József Pulitzer was a Hungarian Media Mogul in America. We remember of him by this way.