

# Kodak

## Digital Inks



When you purchase **Kodak** Equipment, you demonstrate a commitment to being at the forefront of digital printing. Now deliver on that commitment and protect your investment by using **Kodak** Digital Inks. Our process and specialty inks offer one of the widest palettes in the industry. They are developed, tested and manufactured to the highest quality standards as integral components for **Kodak Versamark**, **Kodak Prosper** Press and **Kodak Prosper S-Series** Printing Solutions.

### The right ink for every job

Whatever your market or application—transactional documents, direct mail, lottery tickets, newspapers, or packaging—you'll find an excellent **Kodak** Ink match. Choose from a broad range of black, spot color, and process colors. **Kodak** Inks also provide value-added characteristics such as fast drying, IR scannability, UV fluorescence, high water-fastness, high permanence, different darkness levels, high color strength, UV curability, and low cockle and curl. They also provide excellent results on coated and uncoated papers.

### Set yourself apart from the competition

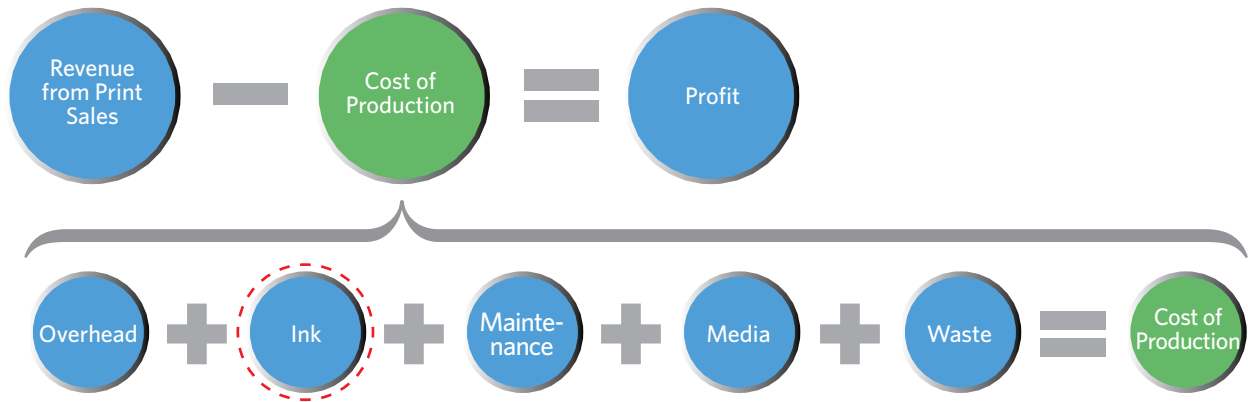
Kodak's free custom color and specialty ink development service can provide a real competitive edge by enabling you to offer more to customers and prospects. Custom inks allow you to print the exact colors your customers need—consistent, repeatable color that precisely communicates brand identity, reproduces eye-catching designs without compromise, and inspires the reader to action. Adding custom colors to your range of offerings is a great way to bring in additional work from existing customers and attract new business.

### Formulated for the real world

Because printing systems don't always operate in climate-controlled environments, Kodak tests all inks in environmental chambers to ensure optimum performance under a wide range of heat and humidity conditions. Every formulation is tested and tuned on **Kodak** Equipment running in real-world conditions. We manufacture our inks in state-of-the-art facilities, carefully controlling the entire process to maintain consistency and quality, while guarding against contaminants that could compromise performance. In addition to high manufacturing quality standards, we also work with raw material suppliers to source ink components that maximize print head life.

### Protect your investment

**Kodak** Digital Inks are designed to work as an integral part of your entire printing system. The print head, color reproduction software, drying process, press speed and more are all optimized by the controller to produce the highest quality printing results with optimal amounts of ink coverage. Third-party ink developers cannot offer this level of precision—nor give you the assurance you need that your equipment, your time and your substrates will not be compromised. When **Kodak** Digital Inks are used, Kodak is responsible for the whole printing system. You'll enjoy peace of mind knowing your equipment will be protected, the job will run smoothly, and the results will look outstanding.



## Impacting the bottom line

Print profitability is a delicate balance of both fixed and variable costs—with ink being just one of these elements. Profits are lost if your press is down. **Kodak** Inks are engineered to provide maximum uptime, consistently reliable performance and the lowest total cost to print. The total cost of printing is a function of many factors, with per-liter ink price being just one.

Third-party inks can lead to many issues, any of which will add significantly to the cost of production. These include:

- Lower productivity due to incompatibility with software
- Ink and media waste from errors in printed output
- Ink and media waste from trial and error attempts to improve print quality
- Increased downtime and maintenance costs and/or more frequent print head replacement

Third-party ink usage may create a potential “support gap,” where your production is compromised, your ink supplier cannot lend assistance and Kodak’s ability to problem solve is hampered due unknown ink properties. A support gap ultimately leads to resolution delays, higher service costs and potential for print head damage. Saving a few dollars per liter is a tempting proposition but it can also cause greater frustration that leads to lower profitability and loss of business.

## Jobs for every ink, ink for every job

Not all inks are created equal. Whether your **Kodak** Printing System is drop-on-demand, continuous inkjet or **Kodak** Stream Inkjet Technology, we offer a wide selection of inks that are engineered to handle the full range of printing applications.

## Quick Customer Support

Kodak provides many support options, like 24/7 supply ordering and service assistance via website or phone. It’s easy to select the right ink or receive a prompt, accurate response to questions. With our worldwide manufacturing and distribution capabilities, we can quickly deliver the inks you need, no matter where your facilities are located. And every order is backed by experts in the use and integration of inks, substrates, and printing systems.

## A single source for all your ink needs

Kodak is a world leader in developing and delivering 100% variable data, high-speed digital printing solutions. We’ve been a digital printing pioneer for more than 40 years, and no one knows the technology and industry better. When it comes to digital inks, count on Kodak to help you make the most of your investment.

### To learn more about solutions from Kodak:

Visit [graphics.kodak.com](http://graphics.kodak.com)  
Or in North America, call +1-866-563-2533.

Printed using **Kodak** Technologies.

Eastman Kodak Company  
Rochester, NY 14650 USA

©Kodak, 2012. Kodak, Prosper and Versamark are trademarks of Kodak.  
Subject to technical change without notice.

U.CIJ.095.0912.en.01,(K-916)

**Kodak**

**YELLOW** CHANGES EVERYTHING