

UV/EB GROWTH CONTINUES! CORK OFFERS UV/EB COATINGS!

The growth of UV & EB coating use by the graphic arts industry continues unabated, paralleling the double digit annual \$ growth of aqueous coatings.

What is it that spurs on the growth of radiation curing? Is it still the original benefits that were promoted - instant cure, no solvents, clean air and reduced energy usage, or is it the newer rationale promoted - lower costs, higher speeds, creation of new/novel products, the use of new and/or lower cost substrates, and the depth of high gloss? Well, I think we can safely say it's all of the above.

And growth there is. Considering the market for inks, coatings & adhesives, published studies indicate that the \$ annual volume in the U.S. has surpassed \$0.5 billion, and world wide the number is most likely twice that figure.

The technology of UV/EB is a technology of quick curing specifically formulated chemical products using ultraviolet light or high energy electron sources to effect cure. Of necessity, special UV or EB curing equipment is required to utilize either chemistry.

The first commercial applications of the UV radiation curing process dates back to the early 1960's. This era found UV being explored by the web offset publication printing industry as well as the wood and furniture finishing industries. True full blown UV commercial-ization came during the 1980's when numerous viable applications were developed on a variety of substrate types including, wood, paper, plastic and metal.

While some of the first applications were in the wood finishing industry, the pace of change is even faster today as the EPA pressures to lower solvent emissions. UV/EB finishes appear on products including hardwood flooring and paneling, kitchen cabinets, and all sorts of furniture.

The paper/paperboard coating/printing market using UV/EB includes most, if not all, of the printing processes. Inks, clear and tinted coating/varnishes are broadly utilized to produce upgraded specialty papers, i.e. photographic paper, pressure sensitive tapes and label release paper, gift wrap and a large range of commercial printing. In web offset publication many lines UV coat magazine covers in-line.

The packaging segment of this market has also moved to adopt the use of UV/EB inks and coatings. Both UV & EB have been on the move in the last decade with a large number of web lines in place. In sheetfed, UV is in wide spread use. Results may be seen on a wide variety of consumer packaging, i.e. labels, aseptic juice containers, cereal cartons and other forms of folding cartons.

The plastic market finds UV curables being used on sheet, film and molded products. "No-wax" sheet and tile flooring

is one of the largest users. Vinyl films are decorated in large volume for use on economical furniture and wall board. Solar films for glass are UV coated. In the molded area, we find increased use of UV products on screened printed bottles and automotive components, i.e. trim and headlight bezels.

The metal decorating markets have also adopted UV with inks & coatings being used on two-piece cans, and other flat sheet produced can ends and bodies, nameplates and signs. Some galvanized pipe is also receiving a protective finish of UV coating.

Considering the graphic arts markets alone, we can say that both UV and EB are being used in large volume to add high gloss and sometimes decorative protective matte, satin coating/varnish finishes to printing. The UV market will expand further, now that most sheetfed press manufacturers are offering double coater presses to allow the use of conventional ink, aqueous primer and UV coating, all in-line.

The packaging segment of the web offset market, as noted earlier, has made numerous installations of both UV and EB equipped lines. These use the instant dry technology to produce cartons that can be die cut and further finished immediately down line.

Silk screen is another print/coating market that has found UV to be a winner with both UV inks and coatings in wide spread use on a variety of substrates and finished products.

Two of the last markets to make a move to UV have been flexo and gravure. However, both processes lend themselves well to coating/varnish application, and it is here that we find both UV and EB in use. Not surprisingly, the flexo market is in a state of revolutionary conversion recognizing that UV is the future, bringing quality and productivity gains.

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So what does this have to do with Cork, you ask?

Cork, as you know, is a leader in the formulation, production and sale of a wide range and variety of aqueous coatings which are marketed across a diverse marketplace. We have, developed industry leading aqueous coatings, educated, promoted and helped grow the market.

However, we could not help but notice that paralleling the growth of the aqueous coating market, another coating business, that of UV/EB was also growing. It is with this knowledge that we in 1995 embark to offer a parallel line of UV/EB coatings to service this market with the same customer service orientation, integrity, and proficiency that has earned your aqueous coating business.

So we say again,

LOOK TO CORK!!

Whatever your coating requirements-

Whatever your processes-For **ALL** of your coating needs-

LOOK TO CORK!!

Ask for **CORK-KOTE** aqueous coating

Ask for **CORK-KURE** UV/EB coatings