

EXPERT TECHNICAL SERVICE ALWAYS A PLUS

How many coating suppliers, do you suppose, have experienced former litho and gravure pressman in their employ and available to provide pressroom technical service?

At Cork, it was recognized that this missing link existed in providing the coating customer a total technical service.

The coating industry typically provides technical service utilizing its formulating chemists. This approach however, sometimes falls short of what is required to solve difficult printing/coating problems. Make no mistake, there are many very valuable, experienced formulating chemists who have become experts in their own right and provide expert technical service. Many have the experience of years of formulating coatings to satisfy specific requirements, customer service calls, new start-ups, and problem solving. The chemist, whether he gains experience by spending the majority of his time in the field or in the lab formulating and responding to customer phone calls, is a resource to use any time that unresolved technical questions arise.

Cork coatings are formulated and manufactured to exacting specifications. Pride is taken in being able to deliver a consistent product. In spite of this repetitious consistency, performance in use is not always easy to duplicate. Because coatings are products that are used on mechanical devices that apply them to substrates, the question of correct application is always a part of the equation of success. Furthermore, a long list of other variables, including but not limited to substrate, inks, fountain solution, drying & exhaust efficiency, settings, blankets, plates, etc., enter into the equation.

Considering coating application equipment and dryers, most if not all are subject to a variety of settings and adjustment choices. The user should always refer to the manufacturer's advice and manuals for proper instruction. Whenever problems and questions arise, the equipment supplier should be consulted and, if necessary, a service technician visit should be requested.

The same is true of the printing press itself, since the printing process is so intimately connected with the coating process. Again, if things are not going right, refer to the manuals and follow the instructions for all settings and adjustments. Don't be afraid to phone and consult with representatives of the press manufacturer, and get help.

Whenever printing/coating problems develop, the equipment manufacturer can be of help because, after all, consider the world wide pressroom exposure that he has. Odds are, that your particular problem has been seen before, and dealt with somewhere else.

Expert technical service is available from a variety of resources, all there for you to tap. Nevertheless, there will be times when vexing questions/problems involving coatings come up. It is then, that you will want to

LOOK TO CORK!

START with your Cork sales representative. **ASK** for our technician chemists, and if desirable, **REQUEST** a visit from one of our technical servicing former pressmen. They're all on board to help **YOU**, our current and future **CUSTOMERS**.

LOOK TO CORK!..... for your coating and varnish needs, for both **aqueous** & **UV/EB** coatings/ and varnishes.