

# The Science of Lithography



*Dedicated to print*

COMMERCIAL CTP LITHOPLATES

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*Southern Lithoplate manufactures offset printing plates like no one else because no other plate producer even comes close to matching our dedication to print. Southern Lithoplate is the leading independent supplier of digital printing plates and associated solutions. Our performance-driven plates enhance print quality and pressroom productivity in virtually all segments of the printing and publishing fields.*



## What does Southern Lithoplate stand for?



Southern Lithoplate shares the same fundamental purpose as you do – to make sure you control every aspect of your printing business. Our commitment to seeing your business succeed translates into tangible value in quality, price and performance on press.

Over 1,200 printing companies across North America and countries on four continents rely on us for manufacturing, sales and support. New plate technologies are adapted to diverse printing applications and pressroom environments. Sheetfed and web offset printers can offer customers quick turnarounds and superior reproduction on books, magazines, brochures, catalogs and more.

## Always pushing the boundaries

American owned and operated since 1934, Southern Lithoplate pushes the boundaries of our production capabilities. Internal expansions and strategic acquisitions have given rise to state-of-the-art manufacturing facilities located in Wake Forest, North Carolina and Grand Rapids, Michigan. Each of our multiple U.S. facilities runs like a well-oiled machine. Redundancy and high-volume manufacturing methods rule out any interruption of supply.



Southern Lithoplate aims high at every level of the organization, investing in the most modern equipment and recruiting the best talent to ensure unrivaled customer response times and service.

As a result of our lean manufacturing model and legendary “red-carpet” customer service, we provide “factory-direct” prices and faster delivery than the competition.

### Mastering the language and art of litho

Offset lithography, direct to plate, CMYK, ICC profiles. Mastering the complexities behind today’s printing processes requires broad and deep technical expertise. Southern Lithoplate understands the art and science of transforming ink into images – beautiful images.



*The 20-micron output of Cobra 830 TN® plates off CtP devices is evident in this image, showing the crisp detail and rich color in the printed product.*

### Roll the presses but hold the waste

Printing companies expend considerable time and resources to control waste in printing. Waste factors relate to press, unit, shift, craftsmen, paper and job. Initial startup waste and restart waste are the most important waste factors. Get these under control, and the rest will fall in line. Our years of experience help take the guesswork out of uncovering the causes of waste and press downtime.



## Superior quality at lower cost

The key to raising productivity is to keep the presses running. Southern Lithoplate’s CtP plates resist pressroom chemicals and abrasions. The superb ink-and-water characteristics save time and money on press. Your presses come up to color quickly and accurately. Make-readies are shorter, and color is more predictable. There are fewer remakes and minimal waste.

### Cobra 830 TN®

Cobra 830 TN® negative thermal plates are well suited to short and medium run lengths. Cobra 830 plates are equally strong at standing up to the rigors of long print runs with high page counts and millions of copies. Pressroom managers report printing more than 300,000 impressions on Cobra 830 plates unbaked and up to 2 million impressions with postbaking. They are just as consistent and easy to use with ultraviolet inks. You increase throughput, while saving time, energy and money on materials and operating costs.

### Integra 830 P™

The new-generation Integra 830 P™ produces the detail and definition you demand in a positive-working, no-prebake infrared plate. Featuring our proprietary multistage grain structure, the Integra 830 P is a water-loving plate custom-built for today’s pressrooms. Integra 830 P plates are designed for fast, precise imaging and consistent, reliable printing. They use less water and ink, and maintain excellent ink-and-water balance. They are ideal for general commercial, publication and packaging printing.

Integra 830 P plates can produce up to 200,000 impressions out of the box. When long run lengths are required, it is possible to achieve up to 1 million impressions with baking. The “true” postbake option enables greater resistance to abrasion and chemicals for the most demanding work.

## Strategic Alliance closes the loop

Southern Lithoplate is a true partner in every sense of the word. A relationship with Southern Lithoplate combines single-source benefits with the added advantages of having a group of trusted digital technology leaders at your disposal.

The Southern Lithoplate Strategic Alliance delivers more value than any other single competitor, bar none! You can select the most effective and efficient CtP devices, workflow solutions, color and ink management software, and punch/bend equipment from the industry's best-in-class manufacturers. Alliance members' service



**Southern Lithoplate**

and support organizations integrate seamlessly into the Southern Lithoplate service platform. With one phone call, you receive streamlined, integrated, affordable technical support – expertise that's available 24/7/365 – for everything from prepress to pressroom.

## Lasting solutions, not quick fixes

If you apply a band-aid solution for bigger problems, in time the quick-fix solution starts becoming the problem. Southern Lithoplate and our Strategic Alliance partners specialize in lasting solutions. Our prepress and press know-how is available for ongoing support, and our expert personnel can help troubleshoot problems, evaluate presses and optimize output curves for CtP plates.

## Culture of exceeding expectations

Too often, companies think of after-sale service in terms of return logistics. That's not how Southern Lithoplate does business. The only way to know what customers want is to think from your perspective. Southern Lithoplate maintains regular contact with our customers. We ask questions and listen to problems. We use this information to explore solutions together.

## We enjoy working with customers

That's why we answer our own phones. Your calls won't be routed to a call center. We are at the front line of support so we get firsthand insight into what you need and want.

**Don't just take our word for it... here's what our customers have to say.**

*"The **support** from Southern Lithoplate has been exemplary. Their willingness to quickly resolve unanticipated installation issues is worth more than what something costs or how fast it can be delivered."*

– President, trade printer

*"Cobra plates are superior in their **consistency**. Our plate remakes have decreased by 25 percent. That means less wasted metal and less downtime on the presses."*

– Production Manager, commercial/packaging printer

*"When it comes to **price**, Southern Lithoplate has a serious competitive advantage over other plate manufacturers."*

– Continuous Improvement Manager, book printer

*"Southern Lithoplate assured us we would get the **run lengths** we needed without postbaking, and they were right. We print well over 300,000 impressions without postbaking."*

– Director of Digital Services, beverage coaster printer

*"The **printability** is better than anything I've ever seen."*

– Pressroom/Prepress Manager, publication printer

## The next step

For more information, contact North America's premier service organization for the graphic arts industry toll-free at **800-638-7990** and ask to speak to your personal account manager.



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