

## **Presseinformation / Press Release**

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### Second KBA press for colour communication experts

#### **Pantone to take customised Rapida 105**

Pantone, Inc., a worldwide leader in colour communication and technology based in Carlstadt, New Jersey, has signed the acceptance certificate for its second KBA Rapida press, which is slated for commissioning within the next few weeks.

#### **No off-the-shelf press**

Pantone installed a Rapida 72 six-colour press plus coater two years ago. It has followed this up with a Rapida 105 which Pantone's founder, chairman and CEO Lawrence Herbert, his technical staff and press crew have rigorously tested at KBA's plant near Dresden. The new press will be used almost exclusively to print the colour charts which have made Pantone a household name throughout the print industry.

"Extensive research has been done in the development of this specialised press," says Ken Niepokoy, vice president of manufacturing and colour technology. "It's been a beneficial relationship in that we've been able to teach KBA and they've been able to teach us."

"In 1963, Pantone embarked on a course to provide the graphic arts industry with a quality and reliable language of colour communication," explains Lawrence Herbert. "The reproduction of colour to exact standards is of vital importance to designers, printers and clients. Our choice of KBA enhances our ability to achieve a new level of excellence and provide the world with the finest products available."

### **Up to 34 colours from one ink duct**

Printing a colour chart accurately demands extraordinary technical finesse and plenty of know-how. A highly specialised product such as this cannot be printed on just any old two-colour press. The Rapida 105 for Pantone is designed to print textual descriptions and colour specifications in the first unit and Pantone colours in the second. To achieve the necessary accuracy and density, lateral reciprocation is reduced to almost zero.

The ink duct in the second unit is really something special. Ink separators spaced 3cm apart – the precise width of a single ink key – split each colour cleanly from the adjacent ones. This enables the duct to be filled with up to 34 different colours, each of which creates an image just under 3cm wide. The colour must remain stable in the direction of cylinder rotation along the entire length of the sheet. According to Ken Niepokoy, the Rapida's performance with regard to this key criterion is "outstanding".

### **Pantone and Hexachrome®**

One of the Rapida 72's many tasks is to reproduce Pantone's patented six-colour printing process, Hexachrome®. "After careful evaluation of the other printing press manufacturers, we chose KBA for its high-quality machinery and service," says Ken Niepokoy. "It is imperative that our brochures and publications are printed with the highest quality. KBA's presses deliver that high quality for us."

### **Pantone, Inc.**

Pantone, Inc. is the world-renowned authority on colour and provider of colour systems and leading technology for the selection and accurate communication of colour. With 40 years of experience, Pantone is the worldwide market leader in colour communication and colour technology for the graphic design, printing, publishing, textile and plastics industries. For further information click on [www.pantone.com](http://www.pantone.com)

Photo 1:

Lawrence Herbert, chairman and CEO of Pantone, Inc., signs an agreement to purchase a customised KBA Rapida 105 sheetfed press watched by KBA North America regional sales manager Joe Notta

Photo 2:

Test printing the Rapida 105 two-colour in KBA's assembly hall, from the left: Pantone press operator Bill Sperling, Pantone Germany md Detlev Pross, Pantone printer Ray Davidowski, founder and CEO Lawrence Herbert, vice president of manufacturing and colour technology Ken Niepokoy and technical director Carmine Matarazzo, KBA sales director Jens Junker, design engineer Gunnar Bormann and sales manager Christian Baumann

Photo 3:

The ink duct in the second printing unit is split into 34 key-wide zones for printing the Pantone colour chart

Photo 4:

Minimal reciprocation eliminates overlap: the colours are separated cleanly on the blanket and thus on the sheet

Photo 5:

UV curing in the swan neck at maximum production speed

Photo 6:

The press has an Ergotronic console with colour measurement and control system

Photo 7:

Carmine Matarazzo comparing a printed sheet with the original colour sample at the Rapida 105 console