

SeriPrinter™

Standard SD25-UV Drying System Product Guide



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INTRODUCTION

Standard is very pleased to introduce the latest innovation in digital duplicating, the SD25-UV SeriPrinter ultra violet ink drying system. The SD25-UV instantly dries the ink, dramatically enhancing single and multiple color ink application results. It expands upon the range of applications and capabilities of digital duplicators with an exciting new level of technology. The following information will help clarify the SD25-UV features and benefits and demonstrates how it is a tremendous new accessory in Standard's digital duplicating product line.

BACKGROUND

Since their introduction to the marketplace some 15 years ago, digital duplicators have been very appealing to cost sensitive buyers within the educational and religious markets. In these markets, copy quality was not the key element as they were basically replacing spirit duplicators and mimeographs.

At the same time, the commercial markets have continued to look towards digital duplicators because of their versatility in handling a wide variety of stocks and the labor savings that is a big part of the commercial printing application. A lack of widespread acceptance was due to copy quality limitations of the early digital duplicators.

With the introduction of Standard's SD400, SD420 SD450, SD630, SD650 and the two-color in one-pass SD622 the high level of print quality of these new generations of digital duplicators has been impressive and has re-attracted many printers and in-plants to their benefits. Even with the great image quality, some printers still wanted the ink to dry instantly to further increase productivity and performance.

Now, this hurdle is addressed with the introduction of the SD25-UV SeriPrinter system. In short, the SD25-UV is an ultra-violet drying system attachment that can be fit to any Standard JP5000, SD400, SD450, SD622, SD630 or SD650 digital duplicator that will cure and dry the ink printed on each sheet before it lands in the catch tray!

In this guide we will help you to understand this new process and how it works and more importantly, how it can gain you additional placements across a wide spectrum of markets.

Immediate benefits are:

- No image set-off
- No waiting time between printing the second side
- No waiting time to add additional color(s)
- Inks are available in process colors (CMYK)
- Once image is cured, fingers or even post-printing equipment cannot smear it
- SD25-UV printed sheets are "fuser safe" and can be run through even the hottest of copiers and laser printers without tracking the ink.

**PRODUCT POSITIONING AND
MARKETING STRATEGY**

The SD25-UV Expands The Market

As we all know, the standard digital duplicator is tremendously effective and is utilized across a broad range of markets for its unique set of benefits. The market strength for the traditional digital duplicator continues to be very strong and dynamic, and new users are drawn all the time to the long list of important benefits. Now there is a new reason to use digital duplicating technology, the SD25-UV SeriPrinter Ultra-Violet Ink Drying System. Importantly, the introduction of the SD25-UV further expands the sales potential for digital duplicating by adding new capabilities and benefits.

Digital duplicators can do now what could they could not do before the SD25-UV and that is deliver instant drying and curing along with some versatility for full-color (CMYK) print capability. Innovation has always been a key attribute of the Standard SD line of digital duplicators and the SD25-UV continues to demonstrate this fact. The SD25-UV adds a new set of exciting and powerful solutions for you to provide to your customer base and new prospects. The digital duplicator sales opportunity has a brand new tool in the form of the SD25-UV, to help expand your sales.

SHORT RUN AND SPECIALTY APPLICATIONS

- Spot Color
- Simple four-color (CMYK)
- Envelope Printing
- Stationery
- Invitations
- Personalized greeting cards
- Announcements
- Flyers
- Coupons
- Tickets
- Menus
- Newsletters
- Carbonless Forms
- Calendars
- Schedules
- Post Cards
- Certificates

Matching up the benefits of digital duplicating to the unique production and budget needs of a prospect is what application based selling of digital duplicators is all about. Show them how "your" printing system will meet their needs better than anything else could and you get the sale. For example, if their "hot button" includes printing on envelopes the instant drying of the print the SD25-UV will become an exciting solution for the prospect. The SD25-UV is a whole new production accessory in your portfolio of digital duplicating solutions and one that will certainly help you accomplish your sales goals!

Outside of what is considered the traditional digital duplicator markets, the overall cost per copy is in general, not the key factor in the decision to purchase the SD25-UV SeriPrinter System. In commercial and in-plant printing markets, the appeal of the digital duplicator is based upon print quality, job turn-around timesavings, ease of use, finished quality of prints and flexibility. The key is that commercial and in-plant print environments are faced with higher demands for quick turn-around short run printing. Short run can be described as 50-3,000 pieces of any one document or job, be it letterhead, envelopes, business cards and the like in black alone or with additional colors.

Truly, all of these are achieved with adding the SD25-UV as part of the installed digital duplicator system for commercial and in-plant printing accounts. Printing of a wider variety of items can be safely shifted from traditional offset press to the digital duplicator without having to use more absorbent stocks (with a few exceptions) that are normally preferred by the standard digital duplicator system.

While there is truth to the fact that more traditional offset printing has shifted to digital copiers for short run work, the digital duplicator in comparison to the copier offers more flexibility in stocks, stock size and color, making it the perfect product that augments any shop to fit in between the copier and the press.

Approaching Commercial Printers and In-Plants

The digital duplicator with the SD25-UV augments offset press or copier production rather than simply replaces it. Your mission should be to show the commercial or in-plant shop how they can become more flexible, efficient and productive in order to help build their printing business and customer satisfaction when they integrate a Standard Digital Duplicator System.

Key Strengths To Consider And Promote

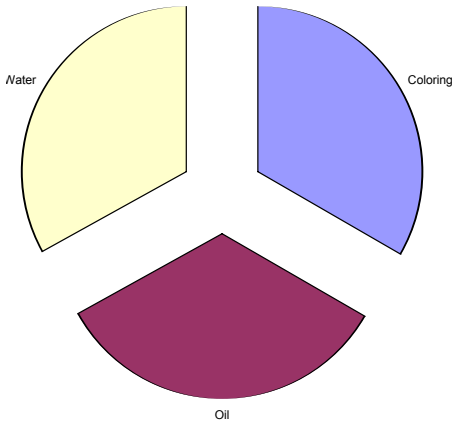
Short run printing has continued to grow. Digital copiers leave few or no options for color, odd sizes or specialty stocks. Another factor is productivity. All of the Standard models that are compatible with the SD25-UV produce up to 11x17 sheets at 120 sheets per minute, even when duplexing is involved, the duplicator finishes ahead of most copiers.

Working into a traditional offset press environment the duplicator offers the following benefits:

- ◆ When connected to computer offers direct to print technology
- ◆ Short operator learning curve
- ◆ Minimal make-ready time to change stocks, color or size
- ◆ Ideally suited to short run printing because of lower cost master technology
- ◆ Easily operated with high-quality results by lesser-skilled operators

The SD25-UV system is a great tool to help you to meet more market demands than ever before. Prospects that have turned away from digital duplicators because of perceived set-off and drying issues should be spoken to directly as now there is a way to eliminate these as objections with the SD25-UV as a complimentary accessory.

HOW INKS DRY



Traditional Digital Duplicator Inks

Before we explain this new UV process, it is important to understand the traditional digital duplicator ink process.

Basically traditional digital duplicator inks (DD inks) are comprised of one part oil, one part water and one part color pigmentation that we'll call carbon black. As part of the curing process, absorption accounts for about 60% of the drying, and evaporation accounts for the remaining 40%. In a nutshell, some of the oil is absorbed into the sheet, some of the water evaporates and the image (carbon black) is left on top of the sheet as image. Both absorption and evaporation take time dependent on the environment and properties of the paper. Because the paper can absorb only so much of the oil, there will always be some left with the carbon black on the sheet, the water of course will all eventually evaporate. Naturally the actual amount of drying and the time that it takes is relative to the variables of the type of paper printed, temperature, humidity and coverage just to name a few of the key elements that effect how well the image cures.

While today the results are very good, they can still be at the mercy of a potential customer's personal likes and or dislikes. Envelopes have a tendency to show set-off on the back flap, color work tends to show feed tire tracks from the first color(s) printed, and the sheets can often be distorted and wavy when printing in moderate coverage. Stock is limited to those that absorb ink well, and if a user decides to use a harder more calendared sheet, these tendencies can be more pronounced.

The Digital Duplicator UV Inks

The UV inks do not contain oils, or at least not in the quantity and type used in DD inks. Instead the UV inks contain chemicals that polymerize (harden) when exposed to intense UV light and heat. While water is used in the composition of the UV inks, its evaporation is complete and instantaneous with the chemical polymerization that occurs when exposed to the heat generated from the UV lamps.

The result is perfectly dried and cured print onto the sheet, without being effected by the type of stock, temperature, humidity or coverage. In fact, printed sheets can fall into the catch tray with the guides being set at their widest points and there is absolutely no image set-off that can occur!

Note: *The lack of oils in the UV sensitive inks dictates that the inner workings of the UV cylinders are manufactured differently than for traditional digital duplicator inks. The proper ink must be used in the appropriate cylinders. Cylinders with a red handle are for use only with the UV sensitive inks, while cylinders with the green handle are for use only with traditional digital duplicator inks. Use of an incorrect ink in cylinders will cause catastrophic damage to those cylinders and is not covered under any equipment warranties.*

SYSTEM COMPONENTS AND COMPATABILITY

Requirements

Each SD25-UV SeriPrinter System requires the following items for installation and operation; each item is purchased from Standard separately:

- Compatible Digital Duplicator(s) (see chart below)
- SD25-UV SeriPrinter
- SeriPrint Cylinder(s)
- Seri-Print Inks

See compatibility chart for applicable digital duplicator models below:

<u>Digital Duplicator Model</u>	<u>SeriPrint™ Compatible?</u>
SD300	NO
SD330	NO
SD350	NO
SD370	NO
JP-Series	JP5000 Only
SD400	YES
SD420	NO
SD450	YES
SD622	YES
SD630	YES
SD650	YES
VT-Series	NO TO ALL

SD25-UV SeriPrinter

The SD25-UV System is a floor standing roll up attachment to any of the models of digital duplicator as identified in the preceding chart. It requires a power source of 120 VAC that is rated to at least 15-amp service. It will add approximately 31" to the overall length of the Standard Digital Duplicator to which it will be attached. In use the operator will simply switch on the SD25-UV's main power switch and press the green start button on the console to begin the warm up period, which lasts approximately 90 seconds. Other than that, the control console is used only for maintenance and diagnostic purposes. All operating functions for printing are completed as normal from the digital duplicator control panel. So as you can see the system requires no additional steps for the operator.

SeriPrinter Cylinders

SeriPrinter cylinders are different than those used for traditional digital duplicator inks. As the UV sensitive inks contain no oils to speak of, a different pumping system is utilized and other parts such as bearings have been changed to accommodate the UV inks. Also as the conductive properties of UV inks are different than those normally used, a different ink detection system is utilized as well. Seri-Print cylinders cannot be used for traditional digital duplicator inks, and vice versa. Seri-Print cylinders can be easily identified as having a red colored cylinder handle as compared to the green color handle used on conventional ink cylinders.

The digital duplicator can continue to use and print with traditional digital duplicator inks and their respective cylinders however, the SD25-UV must be disconnected and moved away from the host duplicator as a transport roller within the SD25-UV will track through prints produced with traditional DD inks.

When ordering a SD25-UV System, like ordering the SD622, it will be necessary for you to order cylinders that are compatible with mainframe digital duplicator as listed below:

<u>Mainframe Duplicator Model</u>	<u>SD25-UV Cylinder Product Code</u>
• JP5000	3254UV
• SD400	3254UV
• SD450	3254UV
• SD630	3256UV
• SD650	3256UV

Ink Colors and Product Codes:

- Black = 4220UV
- Crimson Red = 4221UV
- Cyan Blue = 4222UV
- Green = 4223UV
- Magenta = 4224UV
- Reflex Blue = 4225UV
- Yellow = 4226UV

SeriPrinter Inks

The specialized inks for the 400 and 600 dpi duplicator models in black and all colors are unified in that there is only one type of ink and ink package used for all versions of the SD25-UV System. However, they are drastically different than traditional duplicator inks and will cause damage if used in non Seri-Print cylinders. The Seri-Print ink packages are marked to identify that they are for use in Seri-Print Systems only.

Installation

Only a qualified technician trained on digital duplicator service, as height adjustment to the SD25-UV must be performed according to the model duplicator to which it will be attached, should perform installation of the model SD25-UV to an SD-Series digital duplicator. Additionally, the catch tray will be removed from the duplicator and attached to the SD25-UV, and a docking bracket must be installed correctly on the duplicator.

The digital duplicator connected to the SD25-UV does not require any further changes or adjustments.

COST PER COPY

While the SD25-UV System is not generally based on a cost per copy sale, we all are aware that this information can be vital to a prospect to help to determine if the capabilities fit into their own cost structure. As the cost of ink per cartridge of the UV ink is significantly higher than that of traditional digital duplicator inks, it also produces more copies per cartridge. Additionally, because of the additional components and mechanisms of the system, the SD25-UV will increase the cost of maintaining the equipment. The service rate of a digital duplicator with a connected system is roughly 33% more than a stand-alone digital duplicator. Be sure to use the correct cost per copy chart for the system you are proposing.

SD650 Seri-Print Black

DIGITAL DUPLICATOR

Cost Per Copy Analysis
Using 11"x17" Drum, 11" x 17" Paper

Copies Per Original	Ink Yield Per Bottle	COST PER COPY			
		Ink	Master	Total Supplies	Total Incl. Service
25	7047	0.0106	0.0189	0.0296	0.0328
50	12208	0.0061	0.0095	0.0156	0.0188
60	13906	0.0054	0.0079	0.0133	0.0165
70	15440	0.0049	0.0068	0.0116	0.0148
80	16832	0.0045	0.0059	0.0104	0.0136
90	18101	0.0041	0.0053	0.0094	0.0126
100	19263	0.0039	0.0047	0.0086	0.0118
150	23860	0.0031	0.0032	0.0063	0.0095
200	27092	0.0028	0.0024	0.0051	0.0083
250	29488	0.0025	0.0019	0.0044	0.0076
300	31336	0.0024	0.0016	0.0040	0.0072
400	34000	0.0022	0.0012	0.0034	0.0066
500	35827	0.0021	0.0009	0.0030	0.0062
1000	40142	0.0019	0.0005	0.0023	0.0055
2000	42714	0.0018	0.0002	0.0020	0.0052

Ink Cost Per 1000cc Btl	Master Cost Per Roll	Service Cost/Copy	% Coverage Per Page
\$75.00	\$116.00	0.0032	6

NOTE -
This analysis is a guideline only. Actual yield may vary based on environment, operation, paper, speed and machine condition. Costs are subject to change.



SD650 Seri-Print Colors

DIGITAL DUPLICATOR

Cost Per Copy Analysis

Using 11"x17" Drum, 11" x 17" Paper

Copies Per Original	Ink Yield Per Bottle	COST PER COPY			
		Ink	Master	Total Supplies	Total Incl. Service
25	7047	0.0248	0.0189	0.0438	0.0470
50	12208	0.0143	0.0095	0.0238	0.0270
60	13906	0.0126	0.0079	0.0205	0.0237
70	15440	0.0113	0.0068	0.0181	0.0213
80	16832	0.0104	0.0059	0.0163	0.0195
90	18101	0.0097	0.0053	0.0149	0.0181
100	19263	0.0091	0.0047	0.0138	0.0170
150	23860	0.0073	0.0032	0.0105	0.0137
200	27092	0.0065	0.0024	0.0088	0.0120
250	29488	0.0059	0.0019	0.0078	0.0110
300	31336	0.0056	0.0016	0.0072	0.0104
400	34000	0.0051	0.0012	0.0063	0.0095
500	35827	0.0049	0.0009	0.0058	0.0090
1000	40142	0.0044	0.0005	0.0048	0.0080
2000	42714	0.0041	0.0002	0.0043	0.0075

Ink Cost Per 1000cc Btl	Master Cost Per Roll	Service Cost/Copy	% Coverage Per Page
\$175.00	\$116.00	0.0032	6

NOTE -

This analysis is a guideline only. Actual yield may vary based on environment, operation, paper, speed and machine condition. Costs are subject to change.



SD450 SeriPrint Color Inks

DIGITAL DUPLICATOR

Cost Per Copy Analysis
Using 11"x17" Drum, 11" x 17" Paper

		COST PER COPY					
Copies Per Original	Ink Yield Per Bottle	Ink	Master	Total Supplies	Total Incl. Service		
25	4175	0.0419	0.0139	0.0558	0.0558		
50	7589	0.0231	0.0070	0.0300	0.0300		
60	8794	0.0199	0.0058	0.0257	0.0258		
70	9898	0.0177	0.0050	0.0226	0.0226		
80	10939	0.0160	0.0043	0.0203	0.0203		
90	11911	0.0147	0.0039	0.0186	0.0186		
100	12824	0.0136	0.0035	0.0171	0.0171		
150	16553	0.0105	0.0023	0.0128	0.0128		
200	19576	0.0089	0.0017	0.0107	0.0107		
250	21890	0.0080	0.0014	0.0094	0.0126		
300	23743	0.0074	0.0012	0.0085	0.0117		
400	26571	0.0066	0.0009	0.0075	0.0107		
500	28617	0.0061	0.0007	0.0068	0.0100		
1000	33823	0.0052	0.0003	0.0055	0.0087		
2000	37205	0.0047	0.0002	0.0049	0.0084		

Ink Cost Per 1000cc Btl **\$175.00**

Master Cost Per Roll **\$69.50**

Service Cost/Copy **0.0032**

% Coverage Per Page **6**

NOTE -

This analysis is a guideline only. Actual yield may vary based on environment, operation, paper, speed and machine condition. Costs are subject to change.



SD450 SeriPrint Black Ink

DIGITAL DUPLICATOR

Cost Per Copy Analysis
Using 11"x17" Drum, 11" x 17" Paper

		COST PER COPY					
Copies Per Original	Ink Yield Per Bottle	Ink	Master	Total Supplies	Total Incl. Service		
25	4175	0.0180	0.0139	0.0319	0.0351		
50	7589	0.0099	0.0070	0.0168	0.0200		
60	8794	0.0085	0.0058	0.0143	0.0175		
70	9898	0.0076	0.0050	0.0125	0.0157		
80	10939	0.0069	0.0043	0.0112	0.0144		
90	11911	0.0063	0.0039	0.0102	0.0134		
100	12824	0.0058	0.0035	0.0093	0.0125		
150	16553	0.0045	0.0023	0.0068	0.0100		
200	19576	0.0038	0.0017	0.0056	0.0088		
250	21890	0.0034	0.0014	0.0048	0.0080		
300	23743	0.0032	0.0012	0.0043	0.0075		
400	26571	0.0028	0.0009	0.0037	0.0069		
500	28617	0.0026	0.0007	0.0033	0.0065		
1000	33823	0.0022	0.0003	0.0026	0.0058		
2000	37205	0.0020	0.0002	0.0022	0.0054		

Ink Cost Per 1000cc Btl **\$75.00**

Master Cost Per Roll **\$69.50**

Service Cost/Copy **0.0032**

% Coverage Per Page **6**

NOTE -

This analysis is a guideline only. Actual yield may vary based on environment, operation, paper, speed and machine condition. Costs are subject to change.



S p e c i f i c a t i o n s	
Compatible Printers: (includes)	Standard Digital Duplicator Models SD650, SD450, SD622, SD630, SD400
Paper Sizes:	Dependent on SD Series printer Min/Max: 2.8" x 5.8" to 12.8" x 17.6" See selected SD Series printer specifications for individual printer limitations
Paper Weights:	13 lb. bond to 110 lb. index
Paper Types:	Dependent on corresponding SD Series Printer specifications and capability
Paper Transport:	Variable speed belt with internal vacuum mechanism
Receiving Tray Capacity:	1,000 sheets (20 lb. bond)
Printing Speed:	Dependent on printer; Speed range 60 - 120 pages per minute
Print Colors:	Unlimited through custom match, includes CMYK, white and clear-coat
Standard Features:	Console timers for prints and lamp hours, built-in variable watt UV lamps (3-bulb array), auto speed setting, entrance and exit jam detection
Power Source:	120V, 60Hz, 12.4A
Power Consumption:	1620 Watts
Noise Level:	Less than 60 dB
Dimensions (WxDxH):	30.9" x 22" x 29.1"
Weight:	176 lbs.

Specifications subject to change without notice. All product names are Trademarks or registered trademarks of their respective companies.

*Final machine configuration must include Platen Cover or ADF.

CONCLUSION

Now that the SD25-UV is part of your offering, you have a very unique way to configure a digital duplicator to meet the diverse needs of your prospect and that is a huge competitive edge versus your Riso and Duplo competition. Already you have been able to offer the printing world the SD622 two-color in one-pass option, now you can offer something that printers world-wide have been asking for: copies that dry instantly and do not smear while also getting other digital duplicator benefits.

Both the SD622 and SD25-UV are combinations that should give you confidence to compete strongly and win a higher percentage of the sales in the growing commercial and in-plant markets.

Be prepared to show and sell. While the commercial and in-plant markets are lucrative they have a sales cycle that is around 60-days. It is a given in these markets that your preparedness will dictate your success, the higher majority of prospects in these markets will not purchase without putting the system through a short trial period. Remember, a single system ready to go on your demo floor will net you many happy returns. Presenting the SD25-UV system will help you to sell more digital duplicators.

**SD25-UV SYSTEM
MOST FREQUENTLY ASKED QUESTIONS AND ANSWERS**

Can any existing cylinders be modified to run the UV inks?

Sorry, no. The changes are too extensive and the additional costs that would be incurred in cleaning and handling the existing cylinders making the modification of existing cylinders cost prohibitive.

What cylinders come with the SD25-UV?

None. Because the SD25-UV can be attached to both 400 and 600 dpi models that require different cylinders (like the SD622), you order the cylinders you need based on the type of machine that you will be using to create the masters.

Do I need different masters?

No, the master material is unchanged.

Since this system dries the ink instantly, does that mean I can use it to print on coated or gloss stocks?

There are two factors that can inhibit printing on coated or gloss stocks that may reduce customer acceptance, as the essentials of the duplicator print engine are not changed.

- ◆ First, the duplicator models are less reliable in feeding most coated and gloss stocks and miss-feeds may occur.
- ◆ Second, the factor limiting the printing of most coated and gloss stocks beyond any drying issues, is that the ink does not transfer to the sheets as well and may result in less suitable quality.

How do I qualify if a non-standard stock application will work with the SD25-UV System?

If a prospect or you have a stock that traditional digital duplicator inks print acceptably to and the feed performance is acceptable, the SD25-UV system will provide the same result and the image will dry. So the rule of thumb to follow is that if it feeds through your SD-Series Duplicator well and the print quality is acceptable, it will be the same when the SD25-UV System is attached. When in doubt, always encourage the prospect to test for feed and print quality performance with the model of digital duplicator being proposed. Conversely, if the type of stock does not produce acceptable results for either feeding or print quality, the SD25-UV will not change that. Ultimately, it is up to the end-user to determine if the print quality and feed reliability are at acceptable levels to them or not.

As the inks cure using ultra-violet light, what happens if the cylinders are exposed to sunlight?

The inks used in the SD25-UV are sensitive to both light and heat. Cylinders should be stored in their cases or in the digital duplicator when not in use, and away from a light or heat source.

Are the UV inks messier than normal digital duplicator inks?

No, both come in sealed containers that are designed to keep the ink from coming into contact with the operator or its surroundings. Isopropyl rubbing alcohol applied to a cleaning cloth is recommended for clean up in the event the UV ink is accidentally spread to an unwelcome area. Please read and follow any safety recommendations for using the isopropyl as a cleaning agent as it is a flammable substance.

Printers have been using UV sensitive inks for years, how is the Seri-Print ink different?

The ink used in the SD25-UV includes compounds that keep it fluid so that it does not dry up inside the cylinder units. UV inks used in offset printing also include tack agents to make them adhere to the page, which would cause damage to a digital duplicator cylinder.

Can the SD25-UV System be used in conjunction with thermography?

The system as a whole is not, drying of inks before applying the special powder used for thermography would defeat their purpose. However the UV sensitive inks are suitable for thermography. In fact, a "Clear Coat" ink was developed for such a use. Using the "Clear Coat" ink, the operator would use a colored thermography powder to create the raised image. In such cases, the SD25-UV unit should be moved away from the duplicator and the thermography unit in its place as the intense heat from the thermography machine will create the polymerization process and raise the print at the same time.



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