

VOL 07.19

DYK

DID YOU KNOW SERIES

ON-PRESS TREATMENT VS. TREATED SHEET

KNOW THE ADVANTAGES
OF EACH

Reveal the true capabilities of
your digital i

INTERNATIONAL  PAPER

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DID YOU KNOW?

Pairing a high-speed digital press with the right paper is crucial if you want vibrant colors, bold blacks and crisp text — with no bleed. For an inkjet print job, there are two main choices when it comes to media: traditional offset papers with an on-press treatment or treated papers designed for inkjet. On-press treatments sit on top of the sheet, while treated papers contain the treatment in the actual paper fiber.

THE DIGITAL INKJET SWATCHBOOK: THE FIRST OF ITS KIND



Printed on 7 inkjet devices from 6 different OEMs, it demonstrates the differences between treated sheets, sheets with on-press treatment and untreated sheets.

Request yours at
[try.accentopaque.com/
digital-inkjet-swatchbook](http://try.accentopaque.com/digital-inkjet-swatchbook)

CHOOSE THE RIGHT TREATED PAPER

WHY IS TREATMENT NEEDED AT ALL?

Inkjet inks, whether pigment or dye-based, are 95% water, which means something has to either wick the water away or absorb it in order for the ink to dry evenly and for the sheet to go through the press at full speed. That's where treatment comes in.

Inkjet presses will technically run untreated offset papers, but you likely won't be happy with the results, especially if you're printing something with heavy ink coverage. The rule of thumb is that it's better to use a treatment, whether it's on the press or in the paper, when printing jobs with greater than 15% ink coverage.

IP has worked with OEMs to develop and test a suite of digital treated papers designed specifically for production inkjet devices. Here's a quick guide to the technology behind the paper, each of which is available for Accent® Opaque.

ImageLok®

Specially formulated by International Paper, ImageLok Technology helps to dry pigment-based inks quickly for vivid colors and bold blacks.

ColorPRO

Created expressly for HP® devices, ColorPRO Technology is designed to interact with pigment-based ink and immobilize colors at the paper surface so that they appear brighter.*

Dyemond™

Dyemond Technology is specially formulated by International Paper to allow dye-based inks to dry quickly and better maintain their color when subjected to water or UV light.*

International Paper also manufactures digital treated papers designed specifically for HP Indigo presses, which have been certified with 2 and 3 stars by the Rochester Institute of Technology's 3-star Indigo rating system.

*Available by make only request.

TREATMENT: IN THE PAPER OR ON THE PRESS?

On-press treatments such as bonding agents and primers allow you to use the same media for your offset and digital jobs, which can be more convenient, but it's generally best for black and white jobs or jobs that have only spot color.

Treated paper, on the other hand, provides better results for jobs with high ink coverage or high-quality graphics. It also uses less energy than in-line treatments.