



Evolve Solves ISO Ink Issue with Van Son PERFECT Set



Evolve Complete Print, Rickmansworth, is using the Quickson PERFECT ink set from Van Son, the Dutch ink supplier, to produce colour consistent ISO12647-2 print.

Van Son's Quickson PERFECT four-colour offset litho ink set has been specifically designed for ISO12647-2 production, and has already been receiving favourable reviews from both users and from industry experts.

Tom Nagle, Commercial Director at Evolve Complete Print, detailed why he decided to try the Van Son ink solution: "Going back some two years we were receiving requests from a number of our design agency customers to adjust our production system to take in the ISO12647 print standard. We worked closely with the colour consultants at Bodoni Systems in order to get everything in place for that to happen, but had some trouble in getting totally consistent results, as judged against our extremely high standards."

To put the company's standards in perspective, Evolve pioneered and published "The Colourbook", which has been highly acclaimed by the BPIF, the print media, and customers as the international colour standard reference book for process colour tints. Years before the widespread adoption of ISO colour standards Evolve were able to recognise a general lack of consistency in colour values from one printer to the next. In simple terms, "what should 50% cyan look like to the human eye?" This book, conceived, designed and printed by Evolve, was able to provide the answers. It has surpassed all expectations, and has been replicated by many others since the original publication. Further details of [this publication](#) can be found on the Evolve web site.

We examined a whole range of potential issues, and even went to the expense of changing the powder spray unit on one of our Komori presses, as we believed that to be the cause of the problem. Despite that £7,500 spend the issues still persisted. Having earlier ruled out our ink supplier . after all they had been providing us with inks for many years . we decided to try Van Son's products. Once we had settled on to the Quickson PERFECT four-colour set our colour consistency issues simply went away!

Whilst Van Son inks do cost a little more than product from other suppliers, they provide us with the consistent results that ISO12647-2 dictates and that our customers demand.+

Commenting on the experiences at Evolve, UK Van Son distributor Clive Harper, MD of Inks and Printing Technologies (IPT), said: "The experience of Evolve backs up exactly what we have been saying to printers since the launch of this product: producing prints that adhere to ISO12647-2 consistently is made easier by utilising the right inks. The Quickson PERFECT colour set has been specially formulated for the printing of the ISO12647-2 colour standard. This is a standard that is becoming increasingly important for printers to understand and implement effectively because that is what their customers are asking for.+

Evolve Complete Print uses Komori B2 presses in both five and six colour configurations to produce its print. Typical work for the company would consist of high quality brochure work in quantities of 2,000 to 3,000 copies produced for demanding agency clients.

Quickson PERFECT is formulated to meet the requirements of today's high speed multi-colour presses, with excellent press stability for balanced printing and four-over-four perfecting control.

- ~ stays open in the ink duct overnight
- ~ exceptional work & turn+properties
- ~ suitable for all types of sheetfed offset presses, in particular for high speed perfecting (4+4)
- ~ vegetable based low VOC ink
- ~ works well in combination with infra-red drying units
- ~ suitable for a wide range of finishing applications, like UV varnish, aqueous coating, foil or lamination
- ~ full range of Quickson PERFECT compatible Quickson Series PANTONE Basic colours available from stock

Van Son is a company focused on providing the highest-quality and most consistent printing products, including inks, coatings and associated products for the offset litho, flexographic and gravure printing processes.

About Evolve Complete Print

With some 60 years of print experience, Evolve Complete Print puts its success down to providing a service that amounts to a complete print solution for clients.

Established in 1947 Evolve maintains traditional values in service and quality, ensuring that work is dispatched on time and to the highest quality. All this is managed and reviewed through ISO standard documented quality control and environmental procedures.

Supported by many long-standing clients who have appreciated the Evolve service philosophy for over 20 years, the company keeps a file of unsolicited testimonials going back several years. They mostly commend the company's ability to achieve the seemingly impossible in less time than imaginable. Some however just say "thanks . . . again".

Evolve is an environmentally proactive business, conducting constant trials and implementations of new technologies that lower energy and resource consumption together with the use of eco-friendly consumables.

For further information on Evolve call 01923 774 111, e-mail the company at info@evolve-print.com, or visit the www.evolve-print.com web site.

For further information on Van Son products visit the www.vanson.nl web site, or call the UK main distributor Inks and Printing Technologies (IPT) on 0845 603 4005.