

The Bottom Line: Greater ROI

If you are just looking for low-priced chemistry, Concept 21 isn't for you. If your goal is **to improve ROI through cutting waste and improving productivity, you're going to love Concept 21!**

Users report...

- Faster starts and restarts that typically **cut paper waste 25-40%**
- Less linting and calcium buildup → **longer plate life**
- Leaner chemistry → less ink emulsification → **lower ink consumption**
- Less ink feedback → less piling, tinting, toning, scumming, plate blinding → **less downtime; less wash consumed** → **fewer VOCs**
- Super concentrates require **less floor space**
- Can **replicate most formulas currently on the market**, meaning fewer SKUs to order, handle and store



There is nothing else like it!

A high-performance chemical delivery system for unprecedented control on press.

- Custom tailors formulas to meet the exact needs of any job on press
- Brings color management to the pressroom
- Produces greater ROI



...The Intelligent Choice

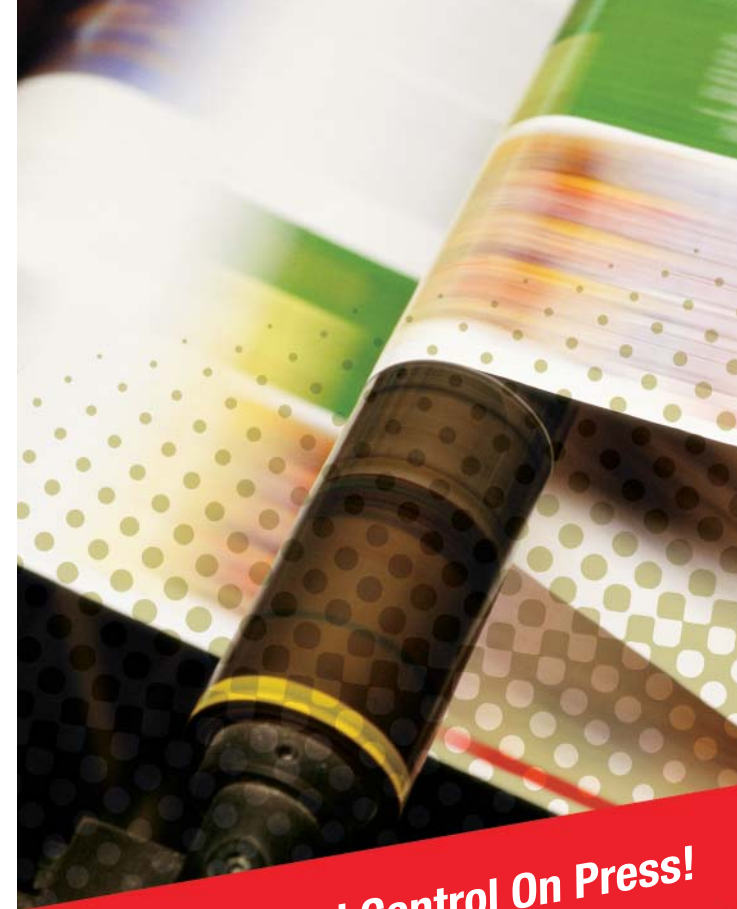
Milwaukee, WI 53214-0069
www.rbpchemical.com
+414.258.0911 800.558.0747

ISO 9001:2000



...The Intelligent Choice

4/07 | 5K



Unprecedented Control On Press!

concept21[®]
Fountain Solution System

How Concept 21 Works: 2 + 1 = Unparalleled Control

The patented building blocks of the system are:

- ② super concentrated chemicals



ADM acidic desensitizing modifier contains desensitizing and buffering agents

STM surface tension modifier adjusts surface tension and wetting properties



- ① precision proportioning pump



Adapted from the pharmaceutical industry and able to mix multiple formulas with less than 1% variation

Using house water, the **proportioning pump** can blend various combinations of **ADM** and **STM**, creating chemistry tailored to the specific requirements of the press for that particular job. Precision metering provides **greater control of the ink/water balance than ever before possible.**

Wider Operating Window

With conventional one-step fountain solutions, on press issues are addressed by changing dosage. This affects all ingredients simultaneously, but does not change the balance between the individual components. So, changing the dosage to solve a specific problem can actually cause a different problem - this is often referred to as a “**narrow operating window,**” or “**not enough latitude.**”

Because the Concept 21 system’s components can be adjusted relative to one another, entirely new balances can be achieved, in effect creating completely different formulas to deal with unique requirements of a certain job, or to address operating issues should they occur.

Compatibility + Flexibility

Concept 21 formulations are **compatible with virtually all types of paper stocks, board, plastic substrates, inks and plates.**

ADM and STM can be **adjusted separately to replicate many fountain solutions’ operating profiles.**

The **mixer can feed multiple presses simultaneously**, provided they have similar operating parameters. Some printers use the unit as a mixing station, supplying each press with its own specific formula.

“We were able to replace several fountain solution concentrates with two accurate and precise formulations: one for paper and board, one for plastics and films.”

— Smyth Companies

Problems? Solutions!

Issue	Results
Different papers, plates, inks	Broadens your operating window. You run more types with fewer problems.
Production problems	Addresses on-press issues quickly and precisely; in minutes, not hours.
Consistent performance	<1% conductivity drift. Precise, repeatable chemistry time after time.
Plate life	Compatible with most types; extends plate life.
Start-ups/getting to color	Cleaner plates, sharper dots speed start-ups.
Paper waste/downtime	Cuts waste with problem stocks. Less piling, fewer wash-ups, faster restarts, more productive press time.
Feedback	Virtually eliminates feedback.
Environmental	Significantly reduces amount of fountain solution consumed, plus contains 30% fewer VOCs than typical solutions.

Web and sheet-fed printers swear by it!

“...the ability of this system to formulate virtually any solution and produce it consistently is unique in the printing business and is a big step forward.”

— Gateway Press, Louisville, KY

“...we are able to use one mixture on all our presses that is fast, easy, inexpensive and allows us to achieve consistent print quality. It has also reduced our need to inventory multiple brands of chemistry for different plate materials...”

— Waukesha County Technical College, Waukesha, WI

“With better ink and water control we have shorter make readies, thereby saving a significant amount of paper.”

— Vincent Direct, Columbus, OH

“Concept 21 helped us set up and run our new M1000B quickly and efficiently. We saw positive results immediately, with increased color stability, reduced waste, and better quality and added flexibility when running challenging high calcium carbonate papers.”

— Royle Printing

Color Management in the Pressroom

The key to color management in the pressroom is **tightly controlling, or minimizing variability.** The complex interactions of substrates, plates, ink and chemicals on press can **quickly unravel the most finely tuned, color-managed prepress work.**

Typical mixing/dosing equipment measures **ounces**, with **accuracy within +/- 5%.** The Concept 21 system works in **milliliters with less than 1% variation.** It **unlocks the power of your color management program** by virtually eliminating variation in your chemistry’s performance on press. By controlling the ink/water balance more precisely than ever before possible, **you will print cleaner, more consistent color job after job.**



Concept 21 is not for everyone

While Concept 21 can solve almost any kind of chemical problem, it is not for every printer. It is designed for printers focused on **increasing quality, creating more efficient, cost effective operations and on continuous process improvement** in their organizations. It is ideally suited for organizations with color management programs or lean manufacturing initiatives.