



Senefelder Misset produces alcohol-free with Tower press chemistry

Senefelder Misset in Doetinchem (NL) specialises in the production of magazines, periodicals and catalogues in large print runs. Magazines such as Story, Weekend and Elle roll off two 16-page, a 64-page and a 72-page rotary press. Senefelder Misset has been printing alcohol-free for years, a philosophy that has been taken to a higher level with the introduction of Wifac's Tower press chemistry.

Not every printer produces without the use of alcohol (IPA): after all, its addition to the fountain facilitates the printing process and - if you like - the work of the operators. However, the advantages do not outweigh the disadvantages, explains Olaf Schutz. First of all, IPA is quite expensive to buy and use, so you save a lot of money. Moreover, this type of solvent is harmful to the environment and to health." That's why Senefelder Misset has been phasing out the use of IPA since 1993.: " This does make it a little more difficult for the operator to get the ink/moisture balance right, for example.

On the other hand, you get a sharper point on paper, more contrast and a nicer shine."

Continuous improvement

The high print quality is constantly monitored on the presses at Senefelder Misset by means of an automated system. The process is immediately adjusted if, for example, colour deviations are detected in the printed matter. Nevertheless, Schutz sees that there is always room for further improvement. Two years ago, therefore, it was decided to start working with Wifac's

Tower press chemistry, Schutz says: "Our sister company Habo DaCosta already had good practical experience with Tower press chemistry. That's why we decided to carry out a test, so that we could compare the results with the existing resources."

Before the test, Tower Dynamic Duo was used to thoroughly clean the press's dampening system. Subsequently, Tower Water Rehardner was used to condition the fountain solution and Tower Millennium HSW-100 fountain solution was used to make it suitable for high speed heatset rotary presses: "All these Tower products manufactured in the Netherlands are

perfectly matched to each other." Schutz was immediately enthusiastic about the first results: "With this new combined approach, we were able to significantly reduce the run-in at the start of each order on the press."

The good contact, the excellent service and the possibility to regularly spar with each other made Senefelder Misset decide to continue working with Wifac. Three of the four rotary presses are now running with Tower press chemistry. Olaf Schutz: "We can just see that it works well. And Wifac offers us an excellent price/performance ratio."



Would you like to know more about the Tower fountain solutions?

Please contact your Wifac account manager or Perry Theijn, perry.theijn@wifac.nl or +31 6 25075795.

www.wifac.nl
www.senefelder.nl