

## CASE STUDY—ZAHARA® XP

# A Change to Chemistry-free Platemaking with Zahara XP



## Subject

Accurate Plastic Printers, LLC  
Clifton, New Jersey

## Profile

Specializing in UV printing on plastic substrates, Accurate Plastic Printers offers a full range of services from printing to finishing, with 20+ years of service to the industry.

## Challenge

Implement an alternative waterless offset plate strategy

## Solution

Zahara® plates for waterless printing; upgraded recently to Zahara XP

## Results

- Superior imaging and on-press performance
- No change in cost
- Chemistry-free platemaking with no chemistry costs or disposal issues
- Easier EPA compliance

## Based on a Pressroom Trial, a Permanent Switch was Made to Zahara Plates

**A**ccurate Plastic Printers' success comes from combining a high level of customer service with its owner's 40+ years experience in printing on plastic substrates. Carlos Agudelo started the business in Clifton, NJ, 20 years ago after gaining a previous 20 years of expertise and experience in the industry.

Today, Accurate Plastic Printers offers "a complete manufacturing process for anything printed on plastic," according to Agudelo,

who is still at the helm. The company's national client base includes brokers and printers who outsource to Accurate Plastic Printers for the plastic products they cannot produce themselves.

The company produces a wide range of products that includes I.D. and membership cards, gift cards, hotel keys, parking tags, labels, rulers, circular calculator wheels, and a variety of point-of-purchase and promotional items.

**"We were very pleased with how the Zahara plates imaged and ran on press. We have been using them ever since."**

## Waterless Offset UV Printing

In addition to offering digital and screen printing, Accurate Plastic Printers employs waterless offset printing with UV inks to produce a large quantity of its orders. To do so, it operates a five-color KBA Genius press. "Waterless offset has less dot gain, better color, and faster makeready. When printing on plastic, fast makeready is important because of the cost of substrates," Agudelo explains. It also helps the company achieve one of its competitive advantages in the market, which is fast turnaround.

Several years ago, the company made a change from the waterless offset CTP plates it had been using to the new Zahara thermal plates.

## Switching to Zahara

Immediately after a trial run, Accurate Plastic Printers made the decision to switch completely to Zahara plates (now Zahara XP). "The manufacturer sent us plates to test, and we were very pleased with how the Zahara plates imaged and ran on press," Agudelo says. "We have been using them ever since."

*Continued on reverse*





Accurate Plastic Printers uses a KBA Genius waterless offset press and Presstek Zahara XP plates to print UV ink on plastic substrates. It offers "a complete manufacturing process for anything printed on plastic," says the company's owner, Carlos Agudelo.

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**"Chemistry-free platemaking is very important to us. Zahara XP makes our business a lot easier."**

**ZAHARA<sup>®</sup> XP**  
CHEMISTRY-FREE WATERLESS CTP PLATE



**VERICO**  
TECHNOLOGY

## Case Study: Accurate Plastic Printers Continued

Other than adjusting their platesetter's curves, Accurate Plastic Printers did not need any changes to its prepress equipment or procedures. Zahara is designed for drop-in compatibility with existing processors. Initially, Accurate Plastic ran the plates in its processor and for a wash used the chemistry it had been using for its previous plates. Soon after, they went to a wash with nothing but clean water in the same processor. "After testing it with just a water wash, there was no change in the image we produce," Agudelo reports.

### Zahara XP Upgrade

When Zahara plates were upgraded to the current Zahara XP version, Accurate Plastic Printers remained enthusiastically onboard. Compared to the competing plates on the market, Agudelo says, "Zahara XP is the same cost, it images better with a sharper dot, there's less gain, and it helps us achieve faster makeready."

### A Chemistry-free Advantage

Agudelo points to their ability to image Zahara XP plates chemistry-free as a major plus for his company. "The EPA is very strict here in New Jersey. We have to report and account for every bit of chemistry we use and its disposal," he says. "So, chemistry-free platemaking is very important to us. Zahara XP makes our business a lot easier." In addition, chemistry-free use of Zahara XP compliments the environmental benefits of waterless printing. "Waterless offset greatly reduces our VOCs and eliminates fountain solutions and wastewater from the press," he notes. "With Zahara XP, we eliminate all plate chemistry, as well. "We are using Zahara XP with just plain water... no chemistry at all," Agudelo says gladly. ■

For more information about Zahara NWL:

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