



PAPERS

Cast-Coated vs. Conventionally Coated Paper

Kromekoteplus Litho, Kromekote, and Kromekote Glass all have an ultra-smooth surface and mirror-like gloss that stands out from ordinary coated sheets. Our “wet” cast-coating process imparts a surface that is flatter, smoother, glossier, and more resilient than conventionally coated or other cast coated sheets. Additionally, this process provides all Kromekote grades with a surface that is absorbent and therefore especially receptive to ink. To get that unique surface, Smart uses a patented method of applying coating to the sheet. Instead of using the standard calendering process – with high speed, high pressure and high temperature – we use slow, steady pressure from our mirror-like chromium drums to cast the finish onto the sheet. The result is a paper that sets up more quickly on press to ensure faster turnaround and delivers exceptional print quality.

Kromekote Grades vs. the Competition

Today, there are a number of cast-coated papers to choose from, as well as papers made by other methods that try to imitate the look and feel of a cast-coated sheet. But none of them can match Kromekote for quality and consistency. That’s because Smart controls every step of the papermaking process, starting with carefully selected pulps. Then we manufacture our own basestock and fully pre-coat the stock on our paper machine. This allows you to do four-color process printing on both sides of the sheet, whether cast or uncast. We’ve had over sixty years to perfect the product, and we keep improving it all the time. Our new Kromekote Grades are brighter and have a blue - white shade that will enhance your printed piece but to really appreciate these grades, you have to see them perform on press.

Kromekote Means Exceptional Press Performance

Any cast-coated sheet can look dazzling when you first un-wrap it. But the true test of a paper is how well it performs on press. That’s where our Kromekote grades really shine. Here’s what you can expect from Kromekoteplus and Kromekote Glass:

- Sharper, crisper dot formation - Because its surface is so receptive to ink, Kromekoteplus and Kromekote Glass ensure minimal dot gain. In fact, tests show that Kromekote controls dot gain better than any other cast coated sheet foreign or domestic.
- Quicker turnaround - Inks set quickly on Kromekote saving you hours of drying time compared to competing brands.
- In short, Kromekote delivers consistent runability and printability, while saving you a considerable amount of time.

More Products, Better Service

Kromekote is available in over 100 stock items. This is the widest selection in the industry, including a comprehensive range of recycled cast-coated papers and label papers in regular and wet strength.

Kromekoteplus Recycled (C1S only) contains 50 percent recycled fiber; including thirty percent post-consumer waste based on sheet weight.

Kromekoteplus Recycled provides the same brilliant surface as regular Kromekoteplus.

Whether you prefer recycled or virgin stock, you'll find it readily available from merchants throughout the country. Kromekoteplus products are available in everything from label stock to 18 point folding board in cut-size to standard folio sheets. It's also qualified for heat set web printing in one-side cover in both 6 and 8 point. Equally important, when you choose any Smart Papers brand, you're assured of the industry's most comprehensive technical service and sales support. That includes our dedicated sales management team, product managers, outside sales, customer service representatives and field technical service representatives. It also includes a special toll-free number (800-443-9773) that puts you in direct contact with our Customer Satisfaction Coordinators in Hamilton, Ohio anywhere in the country.

Production Tips: How to Make the Most of Kromekote

An exceptionally versatile paper, Kromekoteplus always brings added value to your end use. The ultra-smooth surface and extra rich gloss provides greater impact to a host of printed material ranging from annual reports, folders, packaging, labels and book covers to greeting cards, menus, posters, and calendars. And its versatility extends to all kinds of printing processes such as Offset Lithography, Flexography, Silkscreen, Gravure, and Letterpress. You can emboss, foil stamp and die-cut Kromekote being assured of excellent results time after time. But whatever you have in mind, you'll find that Kromekote performs best if you adhere to a few simple guidelines. The following tips will help you make the most of Kromekote from prepress and make-ready to finishing and binding. And remember, if you have any questions about a particular process or end-use, help is just a phone call away through our sales offices or our toll-free Customer Satisfaction Coordinators number (800-443-9773) in Hamilton, Ohio.

Kromekote Textures

When printing Kromekote Textures (i.e. – canvas, premium linen, silk, vertical) by lithographic presses, extra pressure is required to get the ink down into the valleys of the embossed pattern as would be needed printing any embossed sheet. Because of the uneven surface of embossed sheets, smaller pile heights may be necessary to prevent marking. When foil stamping, it is essential to use the proper pressure to get down into the pattern. Be aware this will cause de-bossing of the sheet in the foil areas.

Kromekote Glass

When printing Kromekote Glass due to its even smooth and slightly less absorbent surface, inks will not set up quite as fast as Kromekoteplus. Therefore, slightly smaller pile heights may be necessary to prevent marking.

Prepress

Like all papers, Kromekote grades should be fully acclimated to pressroom temperatures before it is unwrapped. We recommend storing Kromekote at 75° Fahrenheit and 50 percent humidity. With all papers of this type, there is a chance of two-sidedness. While we make every effort to minimize this, make sure to lay out your jobs carefully, and keep in mind that the smoothest side is packed facing up.

Make-ready

The absorbent surface of Kromekote grades simplifies the make ready process.

- Color balance is achieved quickly.
- Because Kromekote grades are smooth and level minimal printing pressures are required.
- For a clearer, sharper print, run the black first and let the finish come through by overprinting the other transparent colors.

Running

Kromekote grades are extremely uniform sheet to sheet, therefore color densities are easier to maintain than with conventional machine coated sheets. Kromekote's absorbent surface allows ink to set up quickly resulting in the ability to run higher piles in the delivery thereby increasing production. Quicker ink set up times facilitates faster turn around time.

Offset Spray

When offset spray is needed, use it sparingly to avoid getting a rough finish. Spray tends to cling to freshly printed surfaces, thus diminishing the smoothness for which Kromekote is noted.

Inks

While the cast-coated surfaces of Kromekote grades appear hard, they actually absorb ink extremely well, and are especially compatible with today's fast-setting inks. To achieve optimum printed gloss and scuff resistance, consult your ink supplier.

- For best results, use inks that are compatible with Kromekote grades.
- Use gloss transparent inks, which let the high gloss surface shine through.

- Avoid heavily pigmented inks, like chrome yellows and greens, deep maroons, and reds or blues with bronzy overtones.
- When combining black with other colors, use a good grade of high-density halftone black.
- Matte inks yield a bold contrast against Kromekote glossy surface. You might also want to apply a varnish or aqueous coating to avoid finger marking.
- With matte, as with fluorescent or metallic inks, consult your ink supplier to determine the formulation that's most appropriate for Kromekote grades.
- Soy-based inks can yield excellent printing results on Kromekote grades, but make sure to consult with your ink supplier when using them for the best results.

Varnish

On areas of heavy ink coverage, or pieces that will be handled often, varnish is recommended. Spot or overall varnish coverage will deepen tones, sharpen contrast, and protect the page from scuffing and finger marking. Kromekote grades can accept both matte and gloss varnishes, either separately or together.

- Always match ink formulation and varnish. Check with your ink supplier to make sure the compounds you plan to use are compatible. Avoid spirit varnish, which tends to yellow the bright-white surface of Kromekote grades.

UV and Aqueous Coatings

UV and aqueous coatings are applied to a sheet after printing, primarily for protection. While aqueous coating – a water-based solution – is generally less expensive, UV coating provides greater rub resistance and exceptional gloss.

- Because UV coatings tend to yellow-coated papers when applied directly, precoat the sheet with a press size, press varnish, or aqueous coating. This will also reduce the amount of UV coating needed to achieve optimum gloss.
- When foil stamping in conjunction with UV coating, aqueous coating, or varnish, check with your coating supplier to ensure that the effect won't be compromised by any chemical reaction.

Offset Lithography

Because Kromekote grades are so receptive to ink and water, the following precautions will yield the most satisfactory printing results:

- Check blanket and cylinder pressures to avoid using too much pressure.
- Run Kromekote grades at one or two thousandths less pressure than you'd normally run for ordinary coated stock of the same basis weight.
- Keep water applications to a minimum: a little goes a long way.

Gravure Printing

To take full advantage of Kromekote ultra-smooth surface, use inks that tint, stain, or dye, such as Flexographic inks. Avoid heavily pigmented Gravure inks, which will result in a rough, grainy surface. Consult your ink supplier for advice.

Letterpress

Follow the same general procedures for letterpress as for lithography. (See above.) Packing is critical, too firm will result in embossing the sheet. When printing by UV letterpress, check with your ink supplier, and keep your ink fluid to ensure uniform coverage.

Flexography

When using Kromekote grades on Flexography, avoid pigmented aniline inks. Compound a variety of inks for the cover value required. When using UV Flexographic inks consult your ink supplier. They may need to increase ink viscosity so that the ink doesn't absorb unevenly. It may be advisable to use press sizing, place UV lamps closer to the printing station, or use more UV lamps.

Silkscreen

Silk-screening on Kromekote grades can be accomplished the same as with any coated sheet and requires no special procedures.

Thermography

To prevent blistering, minimal heat is recommended when using Kromekote grades for thermography. Two-side cover is not recommended for this process. A special manufacturing grade, Kromekoteplus C1S Cover Thermographic, is available and guaranteed for this process. Contact our customer service department for your special needs in thermographic printing.

Liquid and Film Laminating

There are many liquid and film laminates to choose from. To find the best for your particular job, you should test new coatings or methods of application before running a job.

- Use minimal heat. Too much heat will dry Kromekote grades and make it brittle.

- Avoid liquid or film laminating both sides of Kromekote grades as moisture entrapment may cause bubbling and blistering. However, if lamination is required on both sides, use minimal heat for drying.

Foil Stamping

Both fine-line and large area foil stamping are easily achieved on Kromekote grades. As long as it is done only after the ink is dried, no special precautions will be necessary.

Embossing and Debossing

You will get an exceptionally clean embossed image on Kromekote grades using either hot or cold embossing systems. Most printers prefer hot embossing. No special precautions are needed.

Die-Cutting

Always die-cut Kromekote grades with the cast-coated side facing the die.

- Keep die-cutting blades as sharp and smooth as possible.
- Wipe blocks and blades occasionally with a tack cloth to remove dust, coating particles, and fiber. We recommend scheduling Kromekote grades first on your die-cutting equipment.

Scoring and Folding

To achieve the best results when scoring or folding Kromekote grades, follow these simple rules:

- Handle paper in a conditioned press room or bindery. Recommended conditions are 50% RH and 72 degrees F.
- Score before folding.
- To avoid cutting through the coating, use a roundnose or bullnose rule that is two times wider than the thickness of the stock being folded. If this is unsatisfactory, try widening the score for a fatter score or tightening for a thinner one. To soften a score, try placing thin polyester film mylar over the metal score.
- Make sure to follow the grain direction for working folds. Stationary folds should run across the grain.
- Avoid scores that are too narrow or too shallow, and channels that are too narrow or too wide. A score is deep enough when a pronounced ridge shows on the reverse side. Fold with the ridge on the inside and the score on the outside.
- To prevent breaking and cracking of the ink along the fold line, avoid scoring or folding over printed areas. SMART Papers cannot guarantee that there will be no visible cracking on a fold that is placed directly through a solid printed area.

- Scoring on press is not recommended.
- Use a bulking dummy to ensure proper placement of scores for spines and hinges.
- Make sure the spine is the appropriate size for the contents.

Trimming

Although Smart cannot be responsible for trimmer related defects, following these procedures will help you achieve the best results:

- Make sure the trimmer blades are sharp and smooth.
- Trim Kromekote grades with the cast-coated side up.
- Back trim split sheets to keep dust off the front cut. (Back-trimming is a procedure to remove 1/16" of paper from the front side of the knife.)
- Lubricate the knife blades frequently with a silicone spray while trimming.

Binding

Kromekote grades are compatible with all binding methods. Use it as you would any coated paper.

Heat Set Web Offset Printing and Finishing

Kromekote one-side cover in both 6 and 8 point is qualified for web printing. Follow these tips:

- Use low temperature inks and the lowest possible oven temperatures.
- As with all heavier-weight paper, adequate chill-roll capacity is necessary to cool the web properly.
- For the best scoring results, run the job through the sheeter and score off press. The scoring mechanisms on most web presses do not provide an adequate score.
- Other finishing operations on Kromekote grades should also be done off press.
- Keep slitters and knives properly adjusted to avoid dusting and flaking when additional processing is needed.
- Kromekote two-side cover grades are not recommended for heat-set web printing.