



## PEACE ON EARTH TO MEN OF GOOD WILL

The world has not seen much in the way of goodwill during 2003 - with political upheaval, border disputes, open hostilities, terrorist activity, SARS epidemic, etc – and the United Nations no longer looking so united.

In this time of turmoil, the Printing and associated industries around the globe have struggled to find sustainable growth and maintain viability, with only newspapers reporting real revenue growth as they keep us informed through this troubled period.

IIT has not been immune to this and our push into the broader global market has been slowed somewhat by the tendency for some markets to become inward-looking rather than embrace what the world at large has to offer.

Nevertheless, we persevere and continue to provide service and value to our many customers in our own domestic market and the Asia Pacific region, as well as to those “Wise Men” from further afield who appreciate the benefits that IIT offers.

Some highlights of 2003:

- Completion and publication of Stage II of the LIA’s Water Hardness Project (See October Newsletter); Publication of Stage I of the Water Hardness Project, “The Effects on Lithographic Ink Performance” in the prestigious Ink Maker magazine, an international publication emanating from the USA;
- Development of valuable new techniques in paper testing with a re-vamp of benchmarking formats for 2004 ( more on this in future editions);
- Development of new ink and press consumable products for local and overseas markets, through our contracted clientele;
- Presenting papers at LIA and SWUG National Conferences, CIBA International Sales Seminar (late 2002) and lecturing in TAFE Surface Coatings Certificate (in conjunction with Surface Coatings Association Australia),

as well as delivering our routine Quality Assurance, Benchmarking and problem solving services. Remember:  
**CICO = Consistent Inputs → Consistent Output.**



So, IIT maintains a positive outlook as this year ends, looking for that Star in the East, and we sincerely thank our many existing Australian and overseas customers for their support through 2003. We wish one and all a Happy Christmas and prosperous New Year. We look forward to your continuing support through 2004.



## Beware False Prophets

The Hydroscope is one of several techniques that may be helpful in describing the relationship between ink and fountain solution – but only when it is in the hands of those who know how to use it and how to properly interpret the data it produces.

Interpretation of the raw data from the Hydroscope into meaningful results is a sophisticated technique that requires examination of a number of an ink’s performance parameters.

Trying to gauge lithographic performance by examining a stand alone Hydroscope profile may result in flawed and misleading interpretations ... a bit like crystal-ball gazing!

## The Day of Reckoning is at Hand

Independent Ink Technologies has worked in conjunction with Testprint, the manufacturer of Hydroscope, to develop test methodology and interpretive software for this instrument. So, if you have any concerns in this regard, IIT can assist you in understanding Hydroscope results and the ink/water relationship in the Lithographic printing process.



Peace on Earth

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