

# Ink

"I get more ink on my hands reading the newspaper, than printing it" joked a printer at the *Washington Post*. If the ink is not completely dry on your newspaper, blame the weather, not the printer.

Newspapers are printed at a very fast rate--several thousand feet per minute. Newsprint is not heated after printing, it must air-dry. Moderate temperature can keep newspaper ink wet for months.

The two common types of inks used in print shops are rubber and oil based inks. Magazine printers use acrylic based inks to achieve super brilliant colors.

Printers buy basic ink colors and mix these together to create the entire spectrum of colors. We can color-match virtually any color you desire.

The common issue with any ink is getting it dry. Most printers powder dry ink. Unfortunately, powder ruins inkjet and laser printers. At Quality Brand, we use "UVL" (ultra-violet light) to dry ink. Ink is sharper when dried with ultra-violet light.



## Quality Brand Printing

12120 Route 30, Norwin Towne Square  
North Huntingdon, PA 15642  
(724) 864-1731

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