

SHIFT TO PROCESS FREE

20 years ago, printers embraced CTP. Now they're making another shift, the Shift to Process Free. If history repeats, it won't be long before process free plates are the norm, just like CTP.

THE SHIFT TO PROCESS FREE TIMELINE

2014

KODAK SONORA Process Free Plates are commercially available, and over 2,000 printers are using Kodak's process free plates

SONORA
Plates work with existing platesetters (including automation), and no special inks, fountain solutions, or setups on press are needed.

Barriers to Adoption of Process Free Plates:

Prior to SONORA Plates, limitations in run length, imaging speeds, and print capability compared to mainstream processed plates

2012

Over 1,500 printers are using THERMAL DIRECT Plates

BENEFITS OF PROCESS FREE OVER PROCESSED PLATES

- Removes costs
- Improves process control
- Speeds up time to press
- Reduces equipment
- Improves work environment
- Reduces environmental impact

2008

Kodak launches the THERMAL DIRECT Non Process Plate

"Chemistry free" plates still need processing equipment, chemistry (clean out solution), and an extra processing step. They don't offer the same benefits as process free plates.

The cost, process control, and productivity benefits of process free plates more than offset the slightly higher plate price, delivering an excellent ROI. Since SONORA Plates deliver capabilities comparable to mainstream processed plates, the industry is ready to Shift to Process Free.

THE SHIFT TO CTP TIMELINE

2014

75% of all plates WW are produced using CTP

BENEFITS OF CTP OVER MAKING PLATES WITH FILM

- Removes costs
- Improves process control
- Speeds up time to press
- Reduces equipment
- Improves work environment
- Reduces environmental impact

1995

Kodak and Creo launch first thermal CTP plate and platesetter

1994

Visible light CTP devices are commercially available

Barriers to Adoption of CTP:

- Capital cost
- Complexity of technology / software
- Higher plate costs

Despite the barriers, the ROI of CTP was high enough to drive an industry shift to CTP.

BENEFITS OF PRINTING

- Spreads knowledge and ideas
- Improves literacy
- Revolutionizes the way people think around the world

1959

Kodak launches its first analog litho plate

BENEFITS OF WRITING

- Records knowledge and ideas
- Enables sharing of information

Kodak
Sonora XP
Process Free Plates