

Kodak
Sonora XP
Process Free Plates

The future
of water
consumption
in the
printing
industry

SAVE
265 million liters

Kodak projects
the commercial print
industry could save up to
265 million liters of water
next year because of
SONORA Process Free
Plates.*

With
SONORA
Process Free
Plates, a printer
eliminates plate
processing and
all related water
use.

0
No
more water
to rinse the
plate in a plate
processor.

0
No more
water to mix
concentrated
chemistry.

0
No more
water to clean
the plate
processor.

30%

That's the percentage of
U.S. cities that could face
a scarcity crisis in the next
four years. Thirsty yet?

* Based on calculations
using average water use
and plate processing times
of popular plate processors
and projected sales of
SONORA Plates for 2014.

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80%
The water supply
deficit in parts of
Brazil, the most
water-rich country
on Earth.

 **Process Free**
KODAK SONORA XP Plates completely eliminate
processing equipment and chemistry

Saving water matters

Many regions of the world are
facing water shortages today,
and regions where water seems
cheap and plentiful now may
face shortages in the future.

Waste not, want not

Opportunities to conserve
water exist everywhere, and in the
print industry, we're helping
you seize them.

THE NEW WORLD OF OFFSET

Kodak