

Cross-Platform Paper

What is cross-platform paper?

A cross-platform paper is a single grade of paper designed to perform in ink-based presses, toner-based printer/presses and inkjet printers. This affords printers greater flexibility in paper selection, and the freedom to select the right equipment for the job. This helps further blur the lines between offset and digital printing, freeing the end user, designer and print provider to select the appropriate printing device based on turn around, run length and application...not paper availability.

Benefits

Mohawk Paper Mills recommends adopting a premium house sheet, *for all the ways you print*. This enables you to manage your business better, increase productivity, and improve the quality and consistency of your digitally printed jobs. Printers who are printing both offset and digital should consider the benefits of identifying, even stocking, a cross-platform paper for their house sheet. This allows the printer the ability to offer their customers communications materials unified through a common substrate, but created on multiple output devices.

Quality

When quality, premium papers are used in today's digital color printing equipment, image quality improves to a level that is almost indistinguishable from color offset printing. Equipment manufacturers recognize the importance of substrates in their recommended media listings, directing users to papers that are engineered to maximize the output potential of the particular printing device. Premium paper should be viewed as a key tool in leveraging the full potential of your equipment investment.

Process of ordering is simplified

Fewer phone calls to fewer resources. Fewer invoices. Fewer steps means saved time, saved money and fewer mistakes. One paper stock for all print platforms makes good sense.

Inventory management

Having one paper makes it easier to manage your inventory. You can always have what you need on hand with less floor space devoted to non-essential items.

Direct cost savings

True cross-platform papers are available in appropriate sizes for half-size and full-size conventional presses, as well as in sizes that meet the specifications of leading digital equipment manufacturers. Papers that have been sheeted and engineered with the demands of today's digital printers in mind will also perform consistently and reliably, reducing down time from poor performance. Carefully choosing stock is a wise investment...and a benefit to the bottom line!

Choosing the best cross-platform paper

- 1) Identify your equipment, both offset and digital
- 2) Contact your local paper merchant for a list of cross-platform papers that offer the full range of sizes and specifications to match your equipment
- 3) Test a variety of sheets to see the range of quality, both in terms of runnability and finished product
- 4) Look for lines that include a complete range of weights and coordinating shades, enabling you to match everything from letterhead, business cards and envelopes all the way to brochure papers and newsletter stocks.
- 5) Prepare demonstrator samples for your customers.
- 6) Compare prices. Sophisticated clients who demand quality understand, and are willing to pay for, better results.
- 7) Keep current. Once you select the cross-platform paper that best meets your needs, ask your merchant representative or paper store manager to make sure that you always receive up-to-date information on your preferred stocks.

Marketing your New Capabilities

Help your customers better understand your new capabilities both in the digital realm and in the offset world by showing them what you can do.

- 1) Produce a collection of offset samples, including solids, halftones and screens on your cross-platform paper.
- 2) Likewise, assemble samples produced with your digital printer on the same stock.
- 3) Imprint an offset sample on your digital equipment to show your variable data capabilities.