

Roland Metallic Silver ECO-SOL MAX Ink Product Information Guide

Overview

Roland is pleased to announce all-new Metallic Silver ECO-SOL MAX ink, the company's latest innovation in eco-solvent printing.

Formulated specifically for use with Roland's new high-performance 54" SOLJET PRO III XC-540MT inkjet printer/cutter, Metallic Silver ECO-SOL MAX represents the industry's first metallic silver eco-solvent ink from a major inkjet printer company.

New Metallic Silver ECO-SOL MAX ink can be used to create vibrant silver text and graphics previously impossible with any inkjet printer. Metallic Silver can also be combined with CMYK to create an entire spectrum of metallic hues including gold, bronze and other pearlescent colors. This breakthrough silver ink technology delivers high density and enables stunning effects on vinyl, paper, PET film, banner and even canvas. These features make Metallic Silver the ideal solution for showcasing premium stickers, window decorations, labels, packaging prototypes, POP displays, posters and more. The durability of Metallic Silver when combined with CMYK colors makes this an ideal solution for both indoor and outdoor graphics.

The new XC-540MT was designed to support Metallic Silver and White in the standard ink configuration. So on a variety of transparent media, White ECO-SOL MAX ink can be printed as an undercoat to increase the opacity and vividness of Metallic Silver and four-color printing. Metallic Silver ECO-SOL MAX ink has been tested and profiled for outstanding imaging performance on both coated and uncoated media options including Roland's SCM-SPVCT Clear Adhesive Vinyl, ESM-CSF Clear Solvent Film and ESM-CCVP Clear Calendered Vinyl with Permanent Adhesive.

Metallic Silver ECO-SOL MAX brings the all performance of Roland's most popular ink to the specialized application of metallic inkjet printing. With Metallic Silver ECO-SOL MAX ink, professionals can easily incorporate metallic colors and silver design elements into a variety of graphics for truly unique packaging comps, window signs, labels, decals and more. For many users, these applications can generate significant revenues and open up lucrative new markets while differentiating their capabilities from the competition.



Key Features

New Advanced Metallic Silver ECO-SOL MAX Ink

- Designed for the XC-540MT
- Outstanding Print Quality
- Excellent Opacity and Density
- High Gloss Level and Brilliance
- Print Metallic Silver Only or with CMYK
- Uncoated Media Compatibility
- VersaWorks RIP Support
- High Value Metallic Printing Applications
- Automated Ink Circulation System

New Advanced Metallic Silver ECO-SOL MAX Ink

Model Number: ESL3-MT

Specifications: 220ml cartridge

Compatible devices: XC-540MT only

US Price: \$229.99



New Metallic Silver ECO-SOL MAX Ink

The new Metallic Silver ECO-SOL MAX ink offers brilliant imaging performance and creates vibrant silver text and graphics as well as rich metallic colors when combined with CMYK. Priced at \$229.99 per 220ml cartridge, the cost per ml is \$1.05. The average ink cost for a full silver flood as a spot color comes to about \$1.97 per square foot on vinyl and about \$1.80 on clear film. The new Metallic Silver ink offers excellent density and opacity. Less silver ink is required when combining Metallic Silver and CMYK which lowers the costs per square foot. Costs vary depending on the color selected.

Advanced ECO-SOL MAX Ink technology

ECO-SOL MAX eco-solvent ink delivers high color density and a wide gamut for exceptional images print after print. ECO-SOL MAX performs on a wide range of coated and uncoated media, including clear films for increased versatility. Fast-drying and scratch-resistant, ECO-SOL MAX produces prints that handle easily throughout the production and finishing processes. Packaged in no-mess 220ml cartridges for the XC-540MT, ECO-SOL MAX is virtually odorless for maximum convenience and comfort.

Outstanding Print Quality

The XC-540MT is the newest member of the SOLJET PRO III series and is fully optimized for the new Metallic Silver and White ECO-SOL MAX inks. The six head configuration matches one dedicated print head to each color for consistent print quality and easy maintenance. The XC-540MT produces 720x1440 high resolution prints in Metallic Silver only modes at approximately 23 sq. ft./hr. and prints in CMYKMT mode at about 17 sq.ft/hr. Metallic Silver ECO-SOL MAX ink produces rich silver and metallic color fills along with sharp text and graphics that look great both up close and at a distance.

XC-540MT Ink configuration for Metallic Silver



Excellent Opacity and Density

Metallic Silver delivers excellent opacity and density on a wide range of substrates. It's also possible to print high quality white fills and achieve a rich gamut when using the white ink as an undercoat for CMYK and Metallic Silver. CMYK and Metallic Silver can be combined with White ECO-SOL MAX ink on clear media for finished prints that display bright whites and intense colors.

Print Metallic Silver Only or With CMYK



Roland VersaWorks includes a palette of 12 vibrant Roland Metallic Colors. These spots colors can be specified as solid fills or percentages in Adobe Illustrator and Corel Draw. Roland VersaWorks supports printing Metallic Silver only or combining it with CMYK for deep rich metallic colors. Users can modify, create and save their own custom metallic colors for complete creative freedom.



Roland's unique Metallic Silver ink formulation enables precise dot shape control to produce sharp text and graphics on a wide range of coated and uncoated media. Text as small as 7 point and lines as thin as 0.1 point remain clear and well defined when printing.

High Gloss Level and Brilliance

Metallic Silver ink prints on a range of coated and uncoated surfaces. The degree of reflectance achieved is directly related to the gloss level of the media used. Glossy and semigloss materials offer the best shine and reflection for high impact graphics. The ability to achieve a vibrant reflective print enables Metallic Silver ink to meet a range of requirements for applications such as POP displays, posters and package comps.

Uncoated Media Compatibility

Metallic Silver ECO-SOL MAX demonstrates superior smoothness and even surface appearance on a wide range of uncoated and coated clear media after drying. Recommended drying time is 15 minutes to ensure complete dryness and full image saturation when overprinting in CMYK or using a White undercoat. The XC-540MT includes the DU-540 dryer/blower unit standard to ensure optimum performance on a wide range of media.

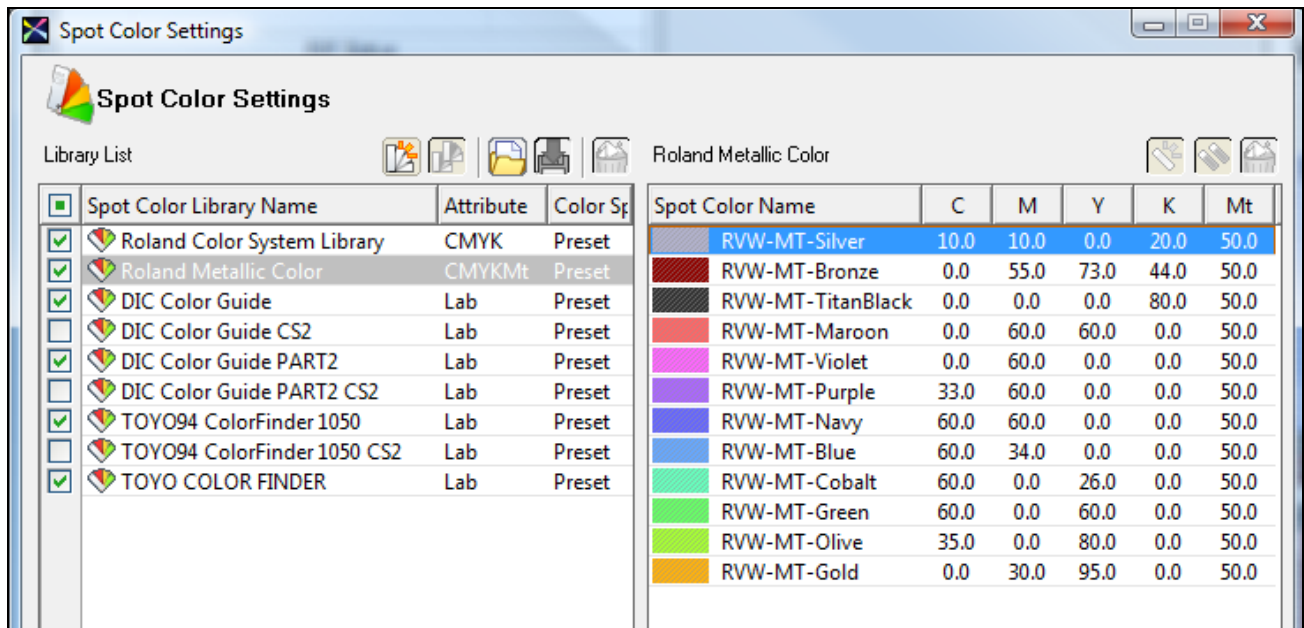
Indoor and Outdoor Durability

Metallic Silver ECO-SOL MAX can be used for both indoor and outdoor applications. On vinyl and banner media, Metallic Silver ink printed as a spot color offers up to 3 years of outdoor durability. On transparent PET film durability is less than 1 year without lamination. Selecting the right media and finishing process is critical to ensuring the best possible outdoor durability and longevity. Further outdoor durability testing is in progress for graphics produced with the Roland metallic color library created in CMYKmt mode. Metallic Silver ECO-SOL MAX ink is less scratch resistant than CMYK inks. However when printing with Metallic Silver as an undercoat for CMYK the scratch resistance is increased due to the color density. These factors need to be considered when handling finished prints during delivery and installation. For increased protection when using Metallic Silver ink, Roland recommends lamination with a high quality pressure sensitive overlamine. Lamination will extend the overall durability of the finished product.

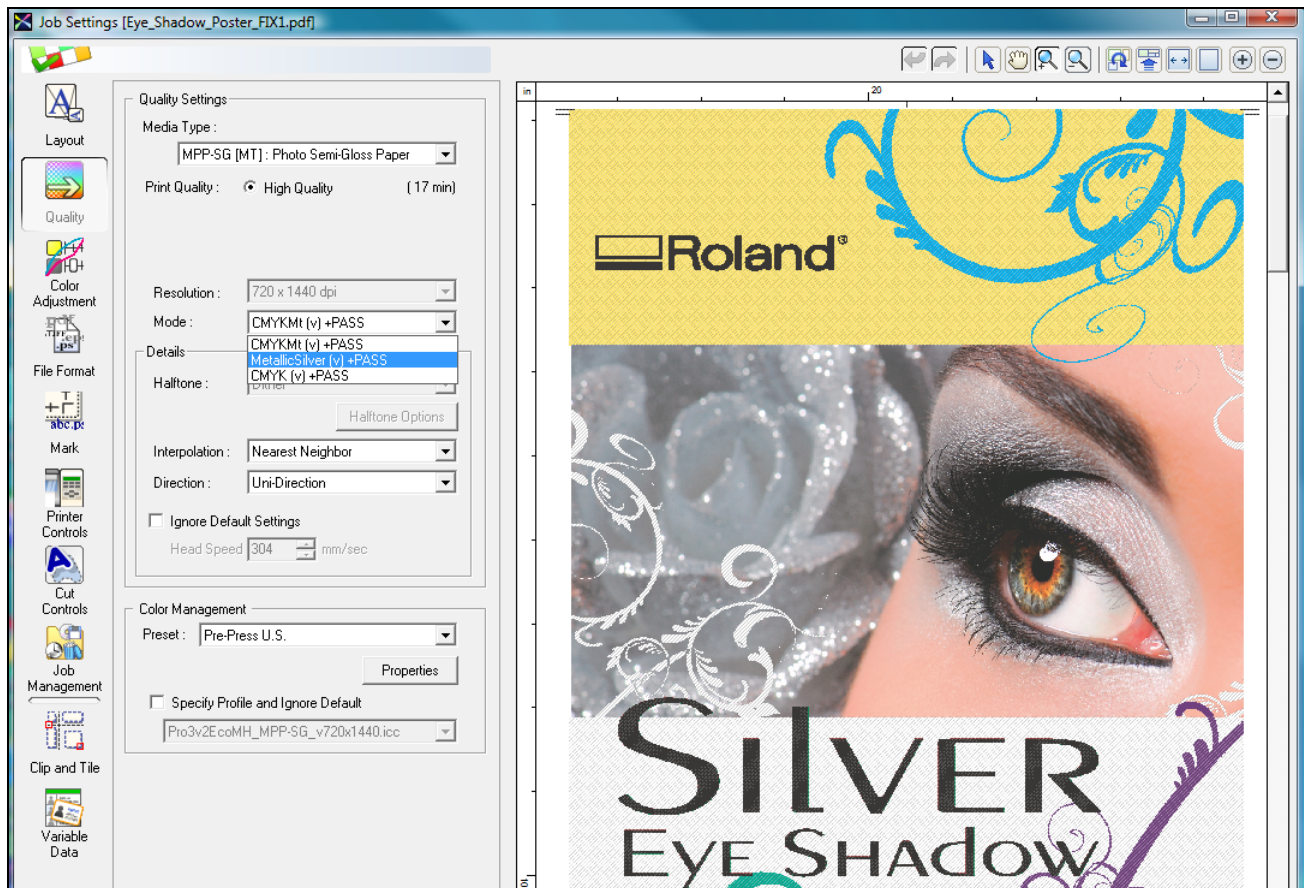
VersaWorks RIP Software

Metallic Silver ECO-SOL MAX Ink and the XC-540MT were developed in tandem with VersaWorks™ 3.3. This newest version RIP was written by Roland software engineers to ensure exceptional production output with unmatched ease of use. VersaWorks is built upon the genuine Adobe® PostScript® CPSI 3018™ engine. It supports true Adobe® PostScript® 3 and can be used on Windows Vista, XP and 2000 operating systems.

VersaWorks recognizes the unique properties of files created for Metallic Silver ink and optimizes those files for output to the XC-540MT. In addition, VersaWorks advanced profiles help ensure quality output when using the high density required for silver ink applications.



Roland VersaWorks features the Roland Metallic Color library offering 12 predefined colors. Users can easily create and build additional custom metallic spot colors.



Roland VersaWorks Quality settings controls the printing of Metallic Silver only, or combined with CMYK.

Eight Metallic Silver Printing Options

VersaWorks features printing options that support combinations of Metallic Silver, White and CMYK inks.

On Standard media:

- CMYKt (v)
- MetallicSilver (v)

On transparent media:

- CMYKt (v)
- MetallicSilver (v)
- CMYKt (v) onWhite
- CMYKt (v) underWhite
- White->CMYKt (v)
- CMYKt->White (v)

Text and graphics are especially vibrant when printed on clear media and with files containing CMYK, Metallic Silver and White layers. Printing white as an undercoat further enhances the opacity of Metallic Silver and CMYK. Users can choose either single-pass or dual pass printing. The modes named onWhite or underWhite are dual pass printing modes which require that the White layer is printed separately and the media returned to origin prior to printing the CMYK or CMYKt layer.

Applications

Profitable Metallic Applications

Metallic inks are often used to achieve decorative effects on labels, brochures, posters and POP displays or to enhance the impact of packaging for cosmetics, wines, spirits and other luxury items. The brilliance of silver, gold, and other metallic colors adds a touch of exclusivity to any product and improves the value perception of the brand in a retail environment. Metallic Silver ECO-SOL MAX ink can be used for a wide variety of markets and applications. It's ideal for package comps, window films, labels, signs, decals and point of purchase displays on white as well as clear, transparent media. Even posters on photo papers and fine art on canvas can be enhanced by adding silver accents and special effects. Metallic Silver ECO-SOL MAX ink creates profitable new printing solutions that enable graphics professionals to differentiate their services from the competition.

Target markets

Sign Shops

- Window graphics (indoor and outdoor)



Service Bureaus & Commercial Printers

- Point of purchase displays, posters and fine art prints



- Banners



Label Printers

- Short & medium run labels



- Stickers & Decals



Packaging Printers

- Package design prototypes and comps



Screen Printers

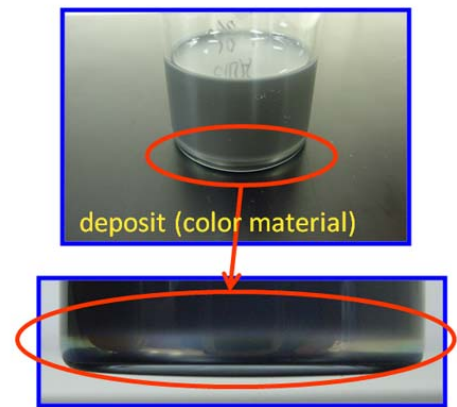
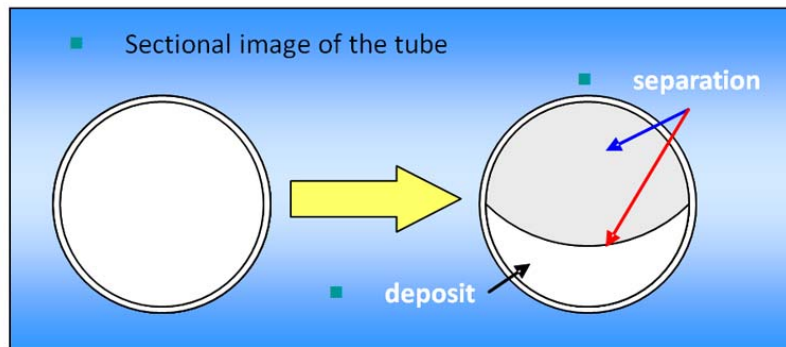
- Decorated Apparel



Metallic Silver Ink Maintenance Requirements

Due to the unique characteristics of Metallic Silver ink, additional care is required when installing and maintaining an XC-540MT with metallic ink capabilities. Metallic Silver is similar to White ink and has a tendency to settle in the cartridge, making it necessary to agitate the cartridge before installing in the printer and before each use. The XC-540MT automatically performs routine ink system maintenance to ensure ink lines remain free of sediment.

The XC-540MT includes two firmware-controlled maintenance routines for proper operation: Ink Circulation and Ink Discharge. Ink Circulation is performed automatically every 12 hours. About 1.5ml total ink is discharged from the Mt and W heads. The XC-540MT begins the automatic maintenance by displaying **[Circulating Ink]** on the control panel. If the Mt or W inks are not used for printing for over 6 hours the settled ink in the Mt and W dampers and heads is discharged before printing another job containing Metallic Silver or White data. Approximately 13ml total ink is discharged of Metallic Silver and White.



Under normal circumstances when the XC-540MT is printing mostly standard CMYK jobs for several days or weeks in a row, it will not initiate the ink discharge cycles until a Metallic Silver or White ink job is processed. The XC-540MT works as efficiently as possible to control ink costs.

The new XC-540MT incorporates an innovative Intelligent Ink Circulation System that greatly reduces the amount of ink discharged as waste and optimizes ink usage for continuous trouble-free operation.

Roland recommends an ideal operating environment between 20° C and 32°C (68°F to 90°F) to maintain consistent Metallic Silver ink print quality. Lower temperatures can cause silver ink misting that reduces image sharpness. It is recommended that the DU-540 dryer unit is set to 15 minutes of Dry Time via Roland VersaWorks for the XC-540MT configured with Metallic Silver and White ink. This ensures proper ink drying when performing dual-pass printing.

Once an XC-540MT is configured at installation as CMYK+Metallic Silver+White or CMYK+WW , it cannot be converted over to a different ink configuration. The main power switch on the back of XC-540MT must be kept ON at all times. This will insure that the automatic ink circulation system is functioning correctly and will prevent Metallic Silver and White ink from settling in the printer.

Summary

The all-new Metallic Silver ECO-SOL MAX ink represents a quantum leap in eco-solvent printing. By printing Metallic Silver alone or combining it with CMYK and White, new creative options become a reality. The versatility of the SOLJET PRO III XC-540MT makes it ideal for both standard signage and specialty applications including packaging, décor and other unique products. The extensive metallic color palette combined with the density, opacity and brilliance of Metallic Silver ink deliver stunning image quality on wide range of coated and uncoated media.

This breakthrough ink solution built around the SOLJET PRO III XC-540MT and Roland VersaWorks addresses the need of current customers and new users for innovative printing applications to grow their businesses. It offers exceptional value to professionals seeking to offer premium printing services while controlling their operating costs.

Introduce your customers to Pure Print Performance enhanced by the versatility of Metallic Silver printing from Roland today.