



## Frequently Asked Questions (FAQ's)

### What is the *Extreva*® surface coating?

*Extreva*® surface coating is an advanced multi-layer system designed to enhance all aspects of printing plastic and specialty media on HP Indigo presses.

### What makes *Extreva*® different from other coatings and print treatments?

Most coatings utilized for printing on Indigo presses were designed to create a printable surface that would accept the HP ElectroInks while providing adequate adhesion of the inks during the useful life of the printed item. These early generation coatings often did not provide adequate functional performance on the press leading to excessive scrap, abnormal blanket wear and problems in the field.

### What is meant by the “functional performance” of *Extreva*®.

The surface is a third generation coating consisting of more sophisticated formulations not previously available for HP Indigo printable products. The *Extreva*® surface will exhibit the following functional performance characteristics:

1. **Printability** - *Extreva*® surfaces will print on appropriate HP Indigo presses and exhibit consistent color development on every printed sheet.
2. **Ink adhesion** - Surfaces will exhibit superior ink and coating adhesion and will pass all standard adhesion protocols.
3. **Slip** - *Extreva*® surfaces utilize spherical nanoparticles to create a print surface that will slip uniformly and consistently in either single or duplex printing setups. Feeding problems become a thing of the past.
4. **Feeding** - The multi-layer surface contains a microcrystalline structure designed to prevent *Extreva*® coated sheets from sticking to any component of the printer or other printed sheets.
5. **Blocking resistance** - Sheets are prevented from sticking together due to the microcrystalline structures. In addition, the *Extreva*® coating contains static dissipative entities to greatly reduce static.
6. **Ink drying** - The *Extreva*® surface employs an oil absorption component to “soak up” any residual printing imaging oils that can potentially soften the printed ink surface. As a result, the inks will resist scratching and the sheets can be stacked without becoming stuck together. *Extreva*® technology is insensitive to humidity and will not become tacky when exposed to high humidity (within reason, of course).

7. **Ink offsetting resistance** - The oil absorbing abilities of the *Extreva*® surface along with the humidity insensitivity of the coated surface greatly reduces or eliminates the tendency for printed sheets to offset to unprinted or printed surfaces.
8. **Heat resistance** - The nanoparticle components prevent the *Extreva*® surface from sticking to heated surfaces that may be encountered within the HP Indigo press. The heat resistance is “capped” however to allow for heat lamination of printed films at temperatures normally employed for such purposes.
9. **Lamination and post press processing** - The *Extreva*® technology is designed to not interfere with commonly employed post printing processes.
10. **Shelf life** - The storage parameters for *Extreva*® products is much more reasonable for real life situations. It is recommended that storage parameters be less than 85°F and less than 70% relative humidity. Practical shelf life for unprinted material under these conditions is two years. There are no shelf life limitations for printed media.

## Sales Points

*Extreva*® is most easily positioned by illustrating its major performance characteristics:

1. You can be guaranteed that every *Extreva*® sheet is completely flat. This is extremely important with thick gauge plastics.
2. *Extreva*® treated media is a “point and click” technology. Just load into the Indigo press and print. Every sheet will exhibit consistent performance.
3. *Extreva*® is a low risk technology. There is less chance of printing problems, feeding problems, stacking problems and much less chance of dropouts or scrap. Be it one or two sided printing, *Extreva*® technology will outperform existing products.
4. *Extreva*® technology is available at pricing competitive to the current products available - a “more for less” proposition.

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*Technology Solutions for HP Indigo Applications*

