

Graphic Outdoor Plus™ Pigment Ink (GO+™) Launch **Frequently Asked Questions**

What are the advantages of using GO+ ink vs. other pigment inks?

GO+ ink has better color pop than other pigment inks. The vivid colors are most noticeable when printing yellow, red and green. The jetting reliability of this ink is also improved, using Kodak proprietary nano-particle milling technology, the small pigment particles go in GO+ ink ensure reliable jetting on all Encad printers. The excellent light fastness of GO+ ink is supported by both Kodak Media Indoor Performance Guarantee and Outdoor Performance Guarantee,

What are the standard ink configurations?

GO+ ink will be sold in following configurations: An "Ink and Cartridge Kit" that includes one 500ml bottle of ink and one ink cartridge; An "Ink Liter Refill Kit" that includes two 500ml bottles of ink. The 200ml Ink and Cartridge Kit will not be available with GO+ ink. All the new printers will be shipped with standard 500ml Ink and Cartridge Kit.

The new assembly "Plug and Play" cartridges will be shipped in the 600 dpi kits.

Do I need a new color profile to use GO+ ink?

Yes or no, it depends on your application. For most outdoor sign applications, the existing GO color profiles work with the new GO+ ink. However, to enhance the color benefit from this new ink, we recommend using the new GO+ color profiles. The new profiles can be downloaded from www.encad.com/inks/goplus or contact the RIP vendors.

Can I mix GO with GO+ ink in the same ink reservoir?

No! GO+ ink has very different chemistry from GO ink, **DO NOT** mix the two inks in the same ink reservoir. It may cause some unexpected printing failures if thoroughly cleaning ink lines is not conducted.

What can I do with the old GO ink inventory when I start using GO+ ink?

During the transition from GO ink to GO+ ink, you may have some GO colors left but not a full ink set. In this case, you can combine colors from GO ink and GO+ ink to make a complete ink set. For example, you may have GO yellow and magenta left, but you have run out of black and cyan. You can use GO+ black and cyan with GO yellow and magenta. However, as noted above, you will need to make sure that the GO+ ink is installed in clean ink lines.

Is GO+ ink compatible with both NovaJet printers and Kodak OEM printers?

Yes. This is one of the benefits of using GO+ ink. The new GO+ ink formulations are compatible with all current NovaJet printers including NovaJet PRO, PROe as well as Kodak 2000, and 4000 series printers. Customers who own Kodak 2000 and 4000 series printer may need to upgrade their FW prior using GO+ ink cartridges. For the customers who carry multiple Encad/Kodak printers, the Ink Refill Kits can be shared with all the platforms.

What is GO+ cartridge warranty?

The GO+ cartridge is covered by Encad's standard DOA (Dead-On-Arrival) policy as well as ENCAD's 500-ml throughput cartridge warranty. Cartridges must be used with GO+ ink to be covered by the warranty.

What are the top 5 benefits of using a “Plug & Play” new assembly cartridge over a 3rd party empty cartridge?

1. The new clean-hand cartridge assembly is much cleaner during shipping and installation.
2. The new cartridge provides more reliable printing, and especially decreases cartridge depriming. This allows unattended printing and printing on long plots. Failure analysis of cartridges returned from customers has indicated that most depriming is caused by improper ink filling or cartridge priming.
3. The new cartridge uses a patented ink filling method that also eliminates hand priming during installation. This savings in time and effort improves print shop efficiency and profitability.
4. Encad ensures excellent quality by conducting both electrical and functional print testing for every "Plug & Play" cartridge. The only way to ensure that every individual nozzle is firing is to pre-fill the cartridge with ink and to perform print testing. Therefore the quality assurance of the new Encad cartridge is unmatched by that of any 3rd party empty cartridge.
5. Encad cartridges are manufactured differently from 3rd party cartridges. To ensure long cartridge life, special manufacturing processes were developed and implemented at the cartridge supplier. Majority of 3rd party empty cartridges are recycled from desk top printers, which are designed for very limited printing life. It is also difficult to clean out all of the ink residue from the recycled cartridge, using virgin cartridge presents no such problem.

Do Encad printers use more ink than other wide format printers?

Encad printers do not use substantially more or less ink than other printers (i.e. the HP5500). The most significant factors in ink consumption when printing similar images with equivalent color saturation is the dye or pigment concentration of the ink, the interaction with the media and the way the images are Ripped.

Higher dye or pigment loading allows less ink to be used if the dot spread on the media is sufficient. Also, if an excess of ink is absorbed deep into the media, there may be less colorant at the surface to utilize in imaging. Six or eight color printing uses lower dye or pigment concentration in the dilutions by definition. Therefore six and eight color printing will usually consume more color on average than four color ink sets.

Encad printers have the ability to produce full color saturation on most media types well before 100% of the dots in the 600 X 600 DPI matrix are laid down. With appropriate color profiles, images may be Ripped to provide full color saturation and gamut with reduced ink consumption and quick drying.

Encad printers produce a larger drop volume than the HP5500 for example, but HP uses a larger number of smaller drops in a given area to achieve the same color saturation. When you take this into account, properly Ripped images printed on Encad and HP printers use very close to the same amount of ink.