

INTERNATIONAL Convention on Colorants - 2009

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Printing Ink

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Vimal M. Parmar, is a Business Manager with over 20 years experience in Sales & Marketing at Regional and National level for a diverse range of products that include photographic equipments and consumables; graphic art material; medical imaging films and chemicals; inkjet, coated and business papers with a special interest in concept selling that included products like:

- Resin Coated sensitized B&W photo papers
- Instant Photo ID minilab using reversal photo paper
- Inkjet media
- Medical inkjet film

Currently he is the Marketing Manager at TechNova Toyo Ink (P) Limited for promotion of a concept called Kaleido that reproduces images closer to the Adobe RGB gamut. He has a wide work experience with various reputed companies



ABSTRACT

With the shift from analogue to digital imaging, there has been a sea change in the entire imaging basket right from capture to print. What was primarily black and white earlier - depending on availability of time and application - has now moved over predominantly to colour. This shift, in turn, has placed additional demands on dye and pigment manufacturers. Although basic standard hues of earlier days are still in demand, the users are increasingly interested in variants with tight tolerances and narrower specifications. The presentation would reveal the following:

- a. Current trends in the selected three imaging segments - Offset, Medical and Photography
- b. Wish list of customers (service providers & print buyer) from the above segments
- c. What new service can dye/colorant manufacturers provide within related field

The focus however will be on "b" with data from a customer survey within the following imaging segments aimed at collecting information pertaining to requirements of specific new inks and additional properties in existing dye/pigment ink in their specific area of application.

1. Sheet fed Offset Press
2. Medical Imaging (Inkjet and laser)
 - a. Diagnostic
 - b. Documentation
3. Photography (inkjet & laser)
 - a. Desktop
 - b. Large format

This would purely be from a "customer's voice" point of view. These segments have been selected because of the following reason:

1. Offset: Recent inks are moving over to a wider gamut to match what the photographer captures
2. Medical: This is a new area where earlier inkjet did not play a role. There is an opportunity now
3. Photography: Rapidly moving over to inkjet. The needs are varied.

All three technologies - Offset; Inkjet and Laser - will be covered.