

# Graphic Arts MONTHLY

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## Printable PLUS

Since its debut in 1929, Kromekote has enjoyed an impressive reign as a top-performing paper. However, Smart Papers believed it was time to reinvent Kromekote and make the cast-coated substrate even better. The result is Kromekoteplus, which the manufacturer claims is “brighter, glossier, stiffer, more printable, and longer lasting” than its heralded predecessor.

Available in a wide variety of weights and finishes “Kromekoteplus offers an ink-receptive surface and minimal dot gain that is unparalleled in cast-coated paper,” say Smart Papers officials. “With a 92 brightness, it is the brightest, whitest cast-coated paper available.”

### Eye-grabbing brochure

To promote its newest paper, Smart Papers hired the Cleveland design firm Nesnadny + Schwartz to create a glossy, eye-grabbing brochure. As one of Kromekoteplus's chief attributes is its ability to reproduce photographs, Nesnadny+Schwartz decided that the brochure's visual feast would comprise 12 portraits by Arnold Newman depicting 20<sup>th</sup> century creative visionaries such as Pablo Picasso, Georgia O'Keeffe, and Martin Scorsese.

Moreover, Nesnadny + Schwartz primed the 26-page brochure with numerous examples of embossing, diecutting, and multiple varnishes to demonstrate how the new paper performs with special printing techniques.

“This was one of those dream jobs,” says Nesnadny + Schwartz associate creative director Greg Oznowich who co-designed the brochure. “Smart Papers pulled out all the stops, and the Hennegan Company is one of the best printers in the country. It was a great experience.”



Nesnadny+Schwartz designed the brochure using Adobe Illustrator, Photoshop, and QuarkXPress software running on Macintosh computers. For Florence Ky.-based Hennegan, the project's largest challenge was retouching the photographs, some of which were “quite grainy or quite spotty,” says account executive John Clement. “A number of them needed to be scanned on our Linotype-Hell 3900 digital scanner. The retouching took a lot of time.”

### Clearly stochastic

The Kromekoteplus brochure, like 98% of Hennegan's work, was printed stochastically, says Clement. “Stochastic printing gives better reproduction quality,” he relates. “It's sharper and cleaner, and there's more detail.”

Hennegan printed 50,000 copies of the 9x12” brochure on 28x40” Heidelberg six- and eight-color Speedmaster sheetfed using INX International inks. The printing was four-color process, with black duotones and 13 match colors in various combinations including spot gloss varnish, spot dull varnish, gloss aqueous and pearl varnish, and a bull's-eye dull varnish.

The Kromekoteplus papers used included eight-point CS cover, 10-point silk CS cover, 10-point textures premium



***The Hennegan Company won a “Benny” award for printing this paper brochure, using high-definition stochastic imaging.***

C1S cover and 12-point glass C1S cover.

Hennegan performed the embossing and diecutting of a Bobst 40x28” system, and perfect bound the brochure on a Muller Martini 18-pocket binder.

Targeting as its audience graphic designers, printers and paper specifiers, Smart Papers has distributed the brochure at various trade shows and through paper merchants who carry the product. “The response has been excellent,” says marketing director Tom Kleimeyer.

The brochure has won plenty of accolades, including a Best of Category (“Benny”) award for stochastic printing within the Printing Industries of America (PIA) 2002 Premier Print Awards competition. As one PIA judge noted, “The use of stochastic with these photos brings out detail like we've never seen before. So real, you get a feel of the personality of the person pictured. Extraordinary application for stochastic. Gorgeous.”