

# THE PAPER CRISIS

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due to Covid-19



**2x to 4x**  
Paper cost increase



## Diminish

the pressure on your substrate: less waste, less paper, lower costs

the global paper market has been under pressure since the Covid19 crisis. Indeed, fewer trees are being cut down, paper mills are closing, and paper production is decreasing. The prices of substrates and the shipping costs are increasing (from **2 to 4 times more expensive**). In our industry, the cost of paper is **30 to 60% of the total price**. Further, we need to anticipate the procurement of substrate (delivery times are 2 to 4 times longer). The situation will persist like this until the end of 2022. Who is going to pay for this?

The good news is that by **optimizing your preset settings and closed-loop** system, you can partially solve this problem. But is your preset and closed-loop system doing well enough? The tricky part is to individualize the ink-key curves for better color accuracy. Today, you have a general pattern of curves for all ink keys. So you need to compensate for it manually (play the piano on the console). By upgrading to Rutherford's systems, you get specially fitted **curves for each ink zone**. They are automatically updated job after job. Your accuracy is higher and stays good over time for each ink zone.

# -30% to -60%

Paper waste with **Rutherford.**



## Solution

- **Reduce your make-ready waste:** by using an up-to-date and well fitted preset (30 to 60% less than before)
- **Standardize and automate** your processes and tools: it makes your process faster, and easier. It diminishes mistakes
- **Increase your quality** with the proper closed-loop: quality is the way to reduce the job refusal by the client, less waste during production (**15% less than before**)

Some of our printers decreased their total consumption of substrate by 10%. **Rutherford, X-Rite**, and all of our partners can assist you in finding the right solution for you. Remember, you don't need to change your press. You just need to get the right **preset and closed-loop** tools. We have your solution.