



FACT SHEET

Digital Materials and Processes Wide-Web Suppliers Versus MGX

Expertise: Wide-web companies are new to the world of digital materials; most have been offering digital materials for less than a couple of years. **MGX has 15 years experience in narrow-web digital coating. MGX's only customers are Indigo customers; we specialize in digital coatings and optimizing methods. MGX has coated over 800 different materials - experience that is unmatched in assisting our customers in new markets and product diversity.**

Raw Materials: Though not publicized, many Wide-Web suppliers do not even coat their materials with digital ink-receptive coatings. They use materials that have an "affinity" for digital inks. The performance difference is significant between materials that are coated and materials that have an "affinity". **MGX optimizes each and every material with the appropriate digital coating for that substrate; we never use "affinity" facestocks. HP will verify that materials coated with digital ink-receptive coatings will perform better than "affinity" materials. Optimized materials also provide longer PIP and blanket life, resulting in lower consumables costs for the HP Indigo user.**

Quality of Materials: Issues arise with adhesives, liners and composition of materials. These issues often will not be detected until material is run on a second narrow web press. **MGX in most cases will weed out material problems during its QC and coating process and will handle those issues and claims with the supplier, sparing MGX customers from the tedious complaint and claims process with large materials suppliers.**

Cleanliness of Materials: Wide-web suppliers coat materials in wide-web then slit to narrow rolls. This creates slitter dust that will end up in the digital press and distort printing. **MGX contact cleans every roll down to 3 microns before coating to eliminate slitter dust in the HP Indigo press.**

Coating Types: Most Wide-web suppliers limit themselves to one coating, hoping it will perform well on any material. **MGX is not limited to one coating; MGX lab-tests each material to determine the right primer/coater and the precise coat weight. MGX has many proprietary primers and coaters in its arsenal. Coating weights are documented and duplicated on the material each and every time that material is coated.**

Curing Systems: There is a science to curing digital coatings requiring specialized curing systems not usually used by wide-web coaters. **MGX's curing systems were designed specifically for the chemistry of digital coatings, guaranteeing precise control over temperature, humidity and velocity of air drying.**

Variety of Materials: Most Wide-web suppliers limit themselves to the "commodity" items – the largest volume materials that can all be coated with the same coating. Digital users need more than Semigloss and White BOPP. Any material beyond the few commodity items requires a specialty coating house. **MGX optimizes any and every material with the appropriate digital primer/coating for guaranteed performance. Precise tracking and documentation of each material guarantees the same type of coating, coating weights and curing methods are used every time on that material.**

Authorized Materials: Wide-web supplier's digital materials may or may not be certified by RIT or HP-approved. **MGX is HP Indigo's first U. S. Authorized Treatment Center, thereby, all MGX materials are optimized with HP-approved coatings and methods. While other suppliers offer only limited certified materials, MGX is the "one stop shop" for HP-approved coatings and methods on all materials.**

Re-coating, Reclaiming Material: It is a fact that there will be times where a coating fails or spots occur on the coated material. These contaminants will be discovered on your digital press, but the wide-web supplier cannot recoat the material since it is now narrow web, and the material will have to be scrapped. **MGX can recoat materials eliminating waste that would otherwise fill landfills. In the case of specialty materials with long lead times, the material can be recoated and back in service within days eliminating delays to the customer. MGX's claims process is expeditious and painless. No questions asked, no wasting time to determine fault. If you say it's not working, we ship the material back to our facility, recoat it and ship it back to your facility with your next shipment. You will receive immediate attention and replacement material within the week.**

Testing and R&D: The cost to test a new material on Wide-Web equipment is cost-prohibitive. **MGX excels in testing new R&D materials, and provides free R&D testing to its customers. This offers an excellent advantage for customers to break into new markets for growth and product diversity.**

Eco-friendly: Mega-paper suppliers find it costly and prohibitive to introduce company-wide "green" manufacturing policies. **MGX is 100% wind-powered, a major marketing advantage for its customers in this day of earth-friendliness. MGX is also developing a line of recyclable digital materials, papers and plastics, which are increasingly in high demand in all industries.**

Flexibility: Wide-web suppliers are large companies with "one-size fits all" procedures. **MGX is a small company with the flexibility to design systems that function best for each customer, including just-in-time inventory, timed release materials, long run, short run, R&D testing, consulting on print issues, new product development and much more. MGX does not believe "one size fits all".**

Guarantees: We cannot speak to the guarantee policies of wide-web suppliers. **MGX guarantees each and every material to print. No questions asked.**



