



Our Award-Winning *THINKTech*® Process

Maple-Vail is proud to announce the development and use of the *THINKTech*® printing process in our pressrooms. We are pleased with the benefits this innovative technology brings to the environment, our customers and the Maple-Vail organization.

This revolutionary process is so effective that Maple-Vail has since been dubbed as “the greenest printer” by Graphics Arts Monthly.

THINKTech® has also won our company the prestigious Pennsylvania Governor’s Award for Environmental Excellence.

The print system utilizes a special ink and fountain solution which allows us to print with VOC emission levels in the 1-2.5% range for our sheetfed presses, as this combination is almost solvent-free. This is significantly less than the 19-25% levels that we experienced previously with soy or petroleum-based sheetfed inks and fountain solutions. In addition, the ink dries in seconds using the *THINKTech*® printing process which results in a better print quality and reduced spoilage in our pressrooms.

We’ve just begun using the *THINKTech*® print system on our web presses as well. Maple-Vail is very proud of the tremendous environmental benefits that have been realized in this area. Not only does it slash our VOC emissions to a mere 3% from the typical web printing range of 34-42%, it also dramatically reduces our consumption of energy since *THINKTech*® eliminates the need for web chillers and ovens.

Enhancing these VOC reductions is Maple-Vail’s use of a soy blanket wash with only 0.29% VOCs. This is a mere fraction of VOC levels experienced with more common petroleum-based washes. The end result is a revolutionary printing process which is unsurpassed in the industry and available as a no-cost eco-friendly alternative to our customers.



Founded in 1901, The Maple Press Company's 230 employees manufacture hardcover and paperback books' printing, binding and shipping approximately 250,000 each week. In seeking additional ways to lower emissions, it was discovered that the Genesis® product line from Amerikal Products worked well and emitted fewer VOCs and helped pave the way to the development of *THINKTech*®. The innovative system reduces energy costs by 80% on the initial press, VOC reductions have dropped to 3%--a 90% reduction, and lacking the high petroleum content of typical web press printing, books are safer for the environment. Maple Press expects to annually save \$30,000-\$40,000 in electricity and natural gas costs.