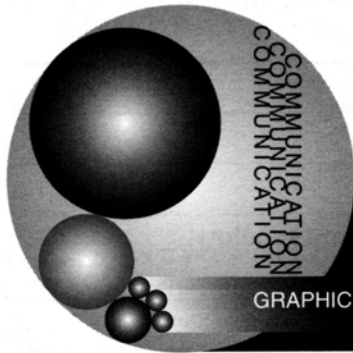


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Gravure Printing



22

Learning Objectives

After studying this chapter, you will be able to:

- Identify applications of gravure printing.
- Describe the four basic steps in gravure printing.
- Describe the advantages and disadvantages of gravure.
- Indicate the reproduction requirements essential for printing a finished product with gravure.
- Summarize the methods of cylinder imaging.
- Explain the electrostatic assist process.
- Describe the properties of gravure inks.

Answer the following questions. Write your answer in the space provided.

1. The hand-engraving process of sinking words, pictures, or designs into a printing plate or cylinder is called _____. 1. _____

2. Explain how gravure printing is accomplished.

3. Rotogravure printing uses a(n) _____ as the image carrier. 3. _____

4. The amount of ink absorbed into the surface of the substrate in gravure printing depends on the size and depth of the _____. 4. _____

5. What are the three major markets served by the gravure printing industry?

6. List four types of published products that are printed by the gravure process.

7. What advantage does gravure printing provide over offset lithography?

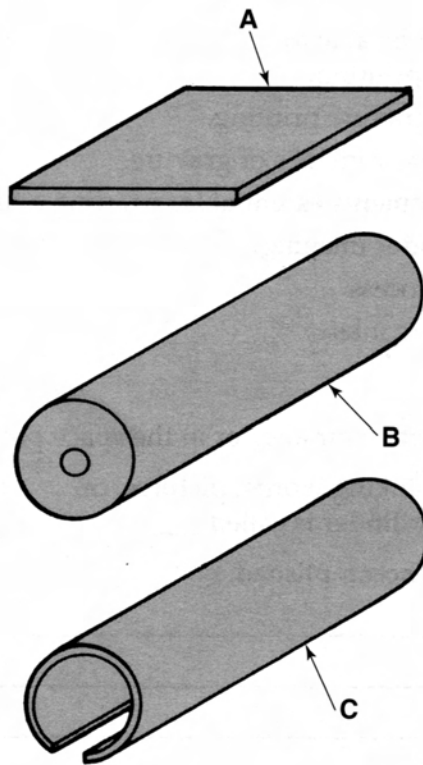
8. Reproduction work for four-color gravure printing can be in the form of _____ copy or _____ copy.

9. Identify the three basic gravure image carrier configurations in the illustration below.

A. _____

B. _____

C. _____



10. A(n) _____ is a flexible image carrier that is used for limited runs and cannot produce a continuous design.

- cylinder
- split cylinder
- rubber plate
- electrostatic plate

10. _____

11. The _____ cylinder is the gravure cylinder before it is imaged.

11. _____

12. What imaging process produces the most reliable gravure cylinder for the press?

Name _____

13. Explain the diffusion-etch method of chemical engraving.

14. _____ is a presensitized film composed of four layers and is used in chemical engraving. 14. _____

15. List three correction methods that are used to eliminate flaws after a gravure cylinder is imaged.

16. _____ allows the use of halftone separations in chemical etching or electromechanical engraving. 16. _____

17. Gravure printing presses are typically designed as _____ or _____ presses. 17. _____

18. A gravure press uses a(n) _____ to remove excess ink from the nonimage area of the cylinder. 18. _____

19. Explain how the electrostatic assist process improves ink transfer to the substrate on a gravure press.

20. What type of gravure ink works well when printing on plastic film? 20. _____