

# *Viscosity Issues In Packaging Printing*

The Food Industry knows that tasteful packaging design enhances product appeal to today's consumer. That's why attractive color schemes and consistent quality in the printed information is so important. Ink viscosity control is the critical parameter to monitor when producing packaging materials. Viscosity measurements with Zahn cups and benchtop rotational viscometers are now giving way to continuous online measurements. "New technology" process viscometers enable automatic adjustment of ink viscosity as the production run progresses.

Brookfield Engineering, a world leader in process viscometers, recently assisted a leading north-east corporation in its package printing operations with in-line viscosity measurement and control. This manufacturer considers measuring viscosity critical to maintaining their product quality.

"Brookfield's AST 100 has made an immediate impact" stated the Facilities Manager. With the inline AST100 from Brookfield Engineering (see figure 1), we have been able to accurately maintain our ink and coating systems. "It has worked so well that we ordered another one as soon as we could. They are easy to use and run so well that sometimes we forget that they are there. It is essential to insure viscosity measurement and control on the printing presses. It is required for a continuously matched color which has a control sheet and a formula for each pattern. When you make up the inks, you must keep them at the specified viscosity level in order to prevent color shifts during the course of the press run."

It is good news to Brookfield that their products perform so well that their clients say that they are

"forgettable" once set into operation. However, when it comes to the client's bottom-line, Brookfield's Viscometers are truly "unforgettable" for the value they add in efficiency and productivity. "This is evident in our customer's repeat orders" stated Moses Mendez, Product Manager for Brookfield.



**Figure 1 AST100  
In-Line Viscosity  
Control Viscometer**

Brookfield's model AST100 In-Line Process Viscometer is constructed with no moving parts. Its clean-in-place design and in-line measurement dramatically minimize operator involvement. In addition the AST100 provides the key benefit of real-time viscosity control to make it a high-performing and very cost-effective instrument.

Brookfield Engineering Laboratories, Inc. is a world-recognized leader in viscosity measurement and control and has a 70+ year history serving a broad variety of markets. Brookfield, an ISO9001 certified firm, guarantees all process viscometers for one year against defects in materials and workmanship.