

Specimens of high grade offset inks. [192-?]

Sigmund Ullman Company
New York: Sigmund Ullman Company, [192-?]

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SPECIMENS of HIGH GRADE OFFSET INKS



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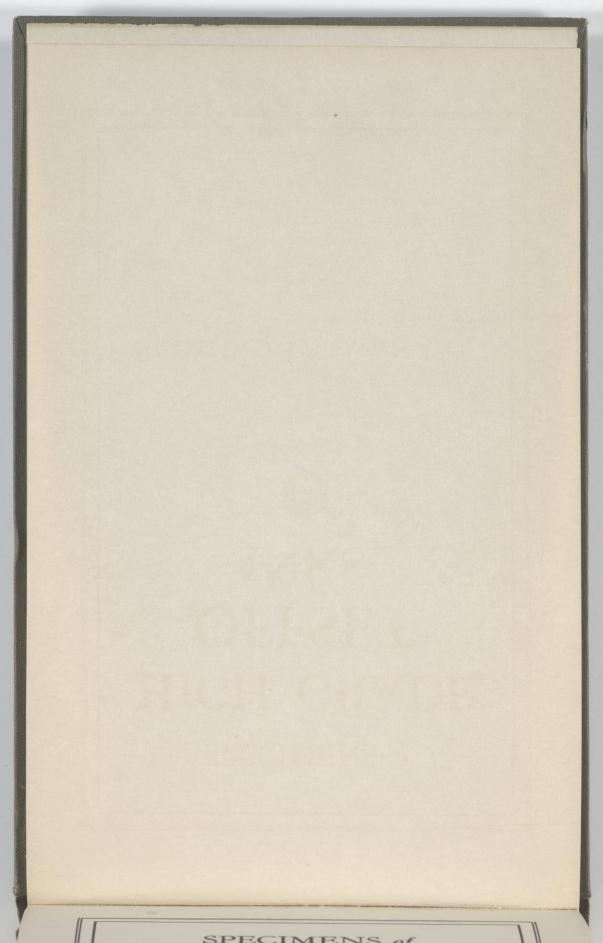
SIGMUND ULLMAN COMPANY

HOME OFFICE . NEW YORK

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SPECIMENS of

HIGH GRADE OFFSET INKS



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SIGMUND ULLMAN CO.

INVENTORS AND SOLE MANUFACTURERS OF

DOUBLETONE, ULLMANINE and ESSYEW INKS

HOME OFFICE · NEW YORK

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PREFACE

FFSET printing has established itself as one of the most beautiful as well as one of the most useful processes of the graphic arts. Being one of the newer methods of printing, the materials for this process have been of comparatively recent development, and have all had to be

specially adapted for its requirements. Among such materials which have rendered possible the beautiful effects so often shown by offset printing, not the least important are the modern offset printing inks, without which it would be impossible to do the work properly.

Like all other developments, that of making inks most suitable for offset printing has been a gradual one. At first they were merely modifications of ordinary lithographic or typographic inks. But as time went on and offset printing became a specialized branch of printing, so offset inks have become a particular and different line, made in such a way as to insure for the offset printer the greatest amount of efficiency in producing the effects he wishes to show.

This book has been produced to show a comprehensive line of modern offset inks. From a great variety of colors and shades we have of necessity shown only a limited number, yet endeavoring to show each ink as the best representative of its class and kind of color. We believe we have been able to do this on account of our long and successful experience in the making of all kinds of inks. Having been manufacturers of high-grade inks since 1861—Sigmund Ullman Company have been in a peculiarly favorable position to make offset inks for every kind of offset work, and to meet the requirements of the most exacting offset printer. We are not merely ink mixers, we are true ink manufacturers making our inks from the ground up; that is to say, our varnishes and dry colors, and we are thus enabled to make these properly to meet the particular needs of offset work.

As we say, we show here only a few of the many offset inks we make. In all cases where modifications of shades are

37212

DISCARDED BY UNIV. OF WIS. LIBRARY SCHOOL required, this can be done. We are, of course, prepared to make these goods in a cheaper grade than that represented here. In every case the inks shown in this book are the best of their class. The results we believe speak for themselves, and the work was done under ordinary conditions and in such a way that any offset printer who knows his trade can produce like results with these inks, other conditions being equal.

Just a word of caution in regard to permanence. The loose use of the word "permanent" has led to much trouble. There are but very few absolutely permanent pigments, and even these are only so under certain conditions. Permanence is therefore a more or less relative term, dependent on the conditions under which the color is used. In the colors here shown we have used, wherever possible, those pigments which are the most permanent. In certain cases where it has not been possible to produce a permanent color suitable for the kind of effect shown, we have so stated.

Similarly, in regard to resistance to chemical reagents such as alkalines, acids, salt-solutions, alcohol, etc., in every case where it is possible, we have endeavored to construct inks with a maximum resistance to these. Where, owing to the shade shown, this has not been entirely possible, we have mentioned this.

We wish to say at this point that fastness to light, as well as resistance to various alkalines, acids, etc., cannot be given to a printing ink by adding any ingredient to it. The particular pigment selected for an ink has or has not got certain qualities. Our long experience has, we believe, enabled us in each case to select a pigment to show each shade that has the most advantages in regard to permanence and resistance to chemicals.

Each color shown in this Specimen Book is printed on a blue white and a cream white offset paper.

SIGMUND ULLMAN COMPANY
NEW YORK CHICAGO CLEVELAND

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Title-page Printed with Offset Commercial Black # 44

WALTON & SPENCER COMPANY CHICAGO

Sigmund Ullman Company, New York City.

GENTLEMEN:

The printing of this Specimen Book of Offset Inks has been most interesting and instructive.

We have used considerable quantities of your inks and find their use very profitable owing to their strength of color and the certainty of values obtained by their use without modification.

It is a pleasure to extend our congratulations for the successful results you have attained in their manufacture.

Yours truly,

Walton & Spencer Company Wm. A. Vorbau, President 8

February 16, 1926.

Offset Commercial Black #44





Offset Satin Finish Black
171





Offset Satin Finish Black
171





Offset Satin Finish Blue Black #66

Sigmund Ullman Company

· Chicago





Offset Satin Finish Blue Black #66

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Offset Brilliant Orange #7525

Permanence fair; not fast to alkali; not fast to alcohol





Offset Brilliant Orange #7525

Permanence fair; not fast to alkali; not fast to alcohol





Offset Madder Lake #848

Permanence excellent; fast to alkali; fast to alcohol





Offset Madder Lake #848

Permanence excellent; fast to alkali; fast to alcohol





Offset Fire Red #950

Permanence excellent; not fast to alkali; fast to alcohol

Sigmund Ullman Company New York · Chicago · Cleveland



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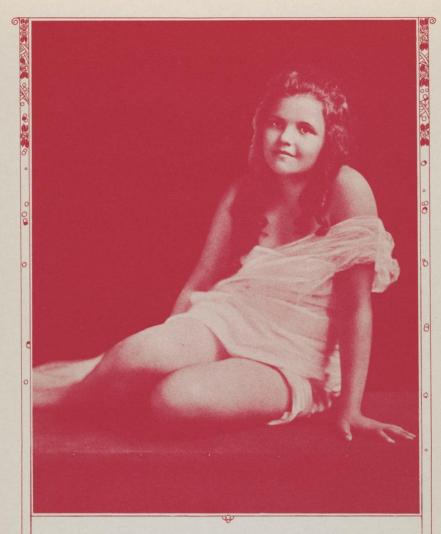


Offset Fire Red #950

Permanence excellent; not fast to alkali; fast to alcohol

Sigmund Ullman Company New York · Chicago · Cleveland





Offset Permanent Geranium #767

Permanence excellent; fast to alkali; fast to alcohol

Sigmund Ullman Company New York · Chicago · Cleveland



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Offset Permanent Geranium #767

Permanence excellent; fast to alkali; fast to alcohol

Sigmund Ullman Company New York · Chicago · Cleveland





Offset Liberty Red #530

Permanence excellent; not fast to alkali; fast to alcohol





Offset Liberty Red #530

Permanence excellent; not fast to alkali; fast to alcohol





Offset Radio Red #522

Permanence very good; fast to alkali; fast to weak alcohol





Offset Radio Red #522

Permanence very good; fast to alkali; fast to weak alcohol





Offset Federal Red #1061

Permanence excellent; fast to alkali; fast to alcohol

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Offset Federal Red #1061

Permanence excellent; fast to alkali; fast to alcohol

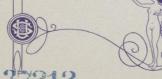


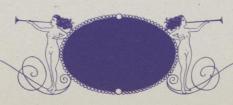


Offset Alpha Violet #867

Permanence excellent; fast to alkali; not fast to alcohol

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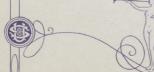


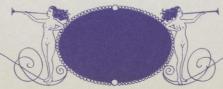




Offset Alpha Violet #867

Permanence excellent; fast to alkali; not fast to alcohol









Offset Beta Violet #1064

Permanence excellent; fast to alkali; fairly fast to alcohol

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Offset Beta Violet #1064

Permanence excellent; fast to alkali; fairly fast to alcohol

Sigmund Ullman Company New York · Chicago · Cleveland



PRINTED ON "HAMILTON OFFSET"-DWIGHT BROS. PAPER CO., CHICAGO



Offset Violet #502

Permanence excellent; not fast to alkali; not fast to alcohol

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Offset Violet #502

Permanence excellent; not fast to alkali; not fast to alcohol

Sigmund Ullman Company New York · Chicago · Cleveland



PRINTED ON "HAMILTON OFFSET"-DWIGHT BROS. PAPER CO., CHICAGO



Offset Peacock Blue #7069

Not permanent; not fast to alkali; not fast to alcohol

Sigmund Ullman Company New York · Chicago · Cleveland





Offset Peacock Blue #7069

Not permanent; not fast to alkali; not fast to alcohol

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Offset Cerulean Blue #1084

Not permanent; not fast to alkali; not fast to alcohol

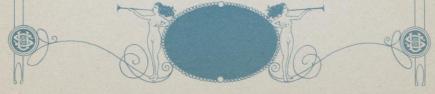




Offset Cerulean Blue #1084

Not permanent; not fast to alkali; not fast to alcohol

Sigmund Ullman Company New York · Chicago · Cleveland





Offset Ultramarine Blue #834

Permanence excellent; fast to alkali; fast to alcohol





Offset Ultramarine Blue #834

Permanence excellent; fast to alkali; fast to alcohol





Offset Grue Blue #898

Permanence excellent; fast to alkali; not fast to alcohol

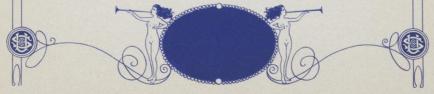




Offset Grue Blue #898

Permanence excellent; fast to alkali; not fast to alcohol

Sigmund Ullman Company New York · Chicago · Cleveland





Offset Aurora Blue #1069

Permanence excellent; fast to alkali; not fast to alcohol

Sigmund Ullman Company New York · Chicago · Cleveland



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Offset Aurora Blue #1069

Permanence excellent; fast to alkali; not fast to alcohol

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Offset Blue Lake #641

Permanence fair; not fast to alkali; not fast to alcohol

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Offset Blue Lake #641

Permanence fair; not fast to alkali; not fast to alcohol

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Offset Milori Blue #714

Permanence excellent; not fast to alkali; fast to alcohol

Sigmund Ullman Company New York · Chicago · Cleveland



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Offset Milori Blue #714

Permanence excellent; not fast to alkali; fast to alcohol

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Offset Bronze Blue #IOII

Permanence excellent; not fast to alkali; fast to alcohol





Offset Bronze Blue #IOII

Permanence excellent; not fast to alkali; fast to alcohol





Offset Emerald Green #614

Not permanent; not fast to alkali; not fast to alcohol

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Offset Emerald Green #614

Not permanent; not fast to alkali; not fast to alcohol

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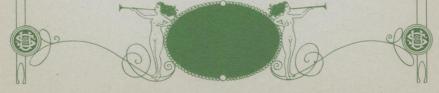


Offset Light Green . #1481

Permanence excellent; not fast to alkali; fast to alcohol

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· Chicago · Cleveland

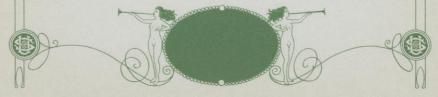




Offset Light Green #1481

Permanence excellent; not fast to alkali; fast to alcohol

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Offset Milori Green #1067

Permanence excellent; fast to alkali; fast to alcohol

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Offset Milori Green #1067

Permanence excellent; fast to alkali; fast to alcohol





Offset Bronze Green #1068

Permanence excellent; fairly fast to alkali; not fast to alcohol

Sigmund Ullman Company New York Chicago Cleveland









Offset Bronze Green # 1068

Permanence excellent; fairly fast to alkali; not fast to alcohol



Offset Essyew Green #52

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New York · Chicago · Cleveland





Offset Essyew Green #52





Offset Lemon Yellou #666

Permanence excellent; not fast to alkali; fast to alcohol

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ew York . Chicago . Clevelan





Offset Lemon Yellow #666

Permanence excellent; not fast to alkali; fast to alcohol

Sigmund Ullman Company

New York

Chicago

Cleveland







Offset Medium Yellow #811

Permanence excellent; not fast to alkali; fast to alcohol

Sigmund Ullman Company

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Offset Medium Yellou #811

Permanence excellent; not fast to alkali; fast to alcohol

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New York . Chicago . Cleveland









Offset Deep Yellow #719





. . .





Permanence fair; not fast to alkali; fairly fast to alcohol





Offset Yellow Lake Deep # 1084

Permanence fair; not fast to alkali; fairly fast to alcohol

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Offset Yellow Lake Deep #1084





Offset Light Brown #67

Permanence excellent; not fast to alkali; fairly fast to alcohol

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Offset Light Brown #67

Permanence excellent; not fast to alkali; fairly fast to alcohol

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Offset Bismarck Brown #1066

Permanence excellent; fast to alkali; fairly fast to alcohol

Sigmund Ullman Company New York · Chicago · Cleveland





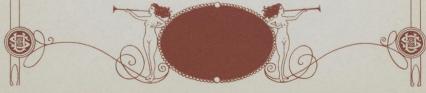




Offset Bismarck Brown #1066

Permanence excellent; fast to alkali; fairly fast to alcohol

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Offset Essyew Brown
#21

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Offset Essyew Brown #21

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Offset Photo Brown #1065

Permanence fair; not fast to alkali; not fast to alcohol

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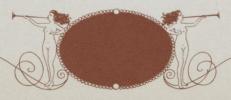


Offset Photo Brown #1065

Permanence fair; not fast to alkali; not fast to alcohol

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Offset Process Yellow Light
#15

Sigmund Ullman Company New York Chicago Cleveland





Offset Process Yellow Light
#15

Sigmund Ullman Company





Offset Process Yellow Deep
#22

Sigmund Ullman Company





Offset Process Yellow Deep
#22

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Offset Process Red Light #18

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Offset Process Red Light #18

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Offset Process Red Deep #24

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Offset Process Red Deep
#24

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Offset Process Blue Light
#14

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Offset Process Blue Light
#14

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Offset Process Blue Deep #26

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Offset Process Blue Deep #26

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Offset Process Peacock Blue #27

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Offset Process Peacock Blue
#27

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Offset Process Black #16

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Offset Process Black #16

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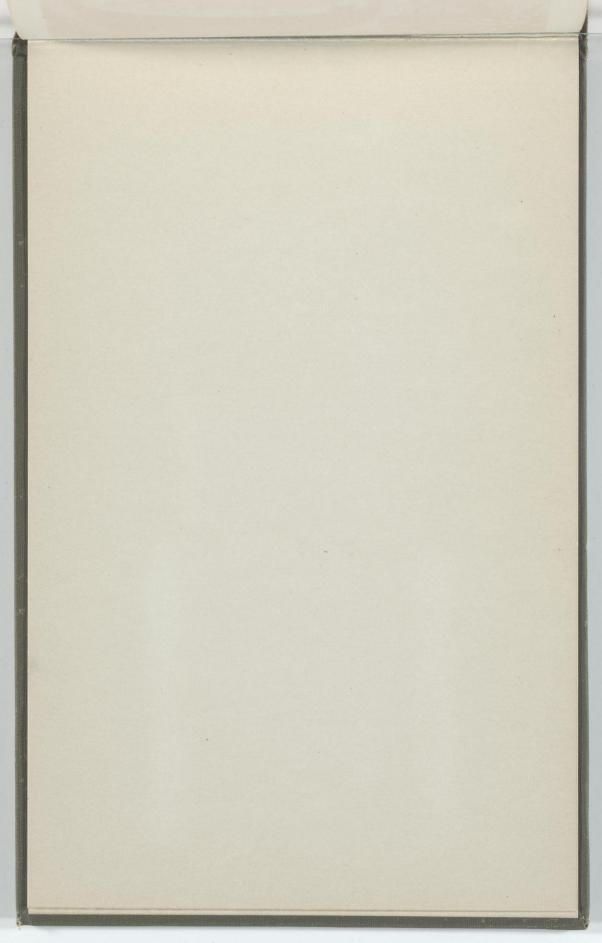


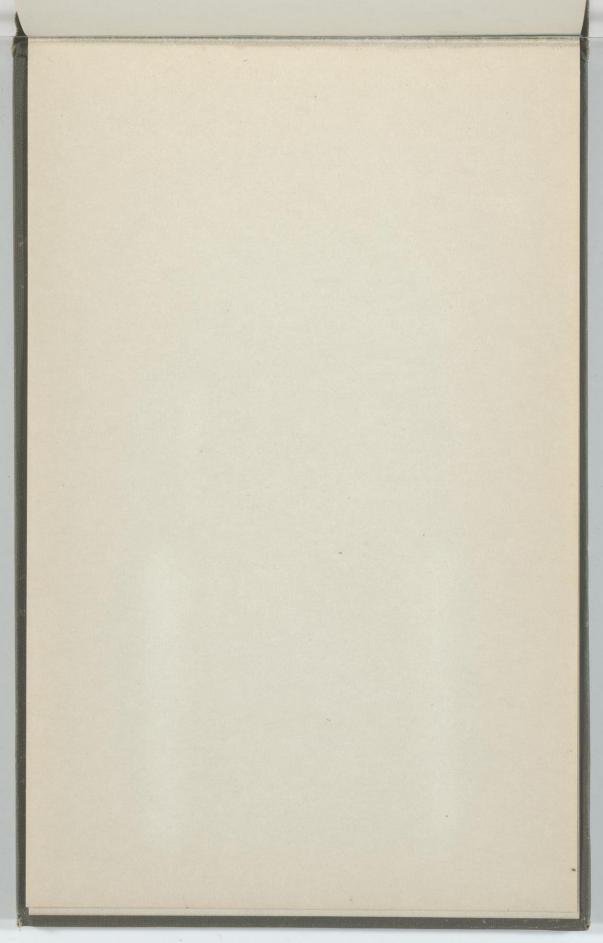
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