



E-Newsletter 4  
Industry News and Product updates



Should Your Printing Operation Switch to UV Inks?

When thinking about the answer to this question, one has to begin with their objectives. What’s the deliverable and on what substrate? Once you have the answer to that question and by the way, UV offers a higher level of versatility regarding substrates than any other ink type, you may now weigh the pros and cons of switching.

If you have to laminate your finished water-based product for outdoor usage, you’re obviously wasting time and money doing so. With UV as the choice, you

just need to print and place outdoors and that's it. Using UV inks on outdoor materials provide longevity to the print for up to two years without fading in most climates so no extra hoops to jump through.

If you want accurate color, especially for a brand or logo, UV inks are the choice because they are easier to control as they cure instantaneously, locking in the color and all its pigment. Solvent and water-based inks take time to dry. During the drying process non-UV cured inks are exposed to different levels of humidity and environmental elements, creating the risk of color alteration. The number of unknown variables non-UV inks could be exposed to during the drying process makes it extremely difficult to guarantee how the color will turn out, resulting in variations of color and appearance. Utilizing UV inks eliminates this risk.

Did someone mention “environmentally friendly”? If this an important feature for your organization look no further. Generally, printing inks consist of the following groups of ingredients:

Binders (resins, or in UV inks: monomers)

Pigments

Auxiliaries (e. g. photo initiators in UV inks)

Solvents (not in UV inks)

UV curable inks were created as an alternative to solvent-based products. Conventional heat and air-drying inks work by oxidation and evaporation of solvents into the air. In UV curing inks there are no solvents to evaporate.

## Some advantages of using UV inks verses other ink types:

- Less input of ink necessary
  - Curing within seconds, no subsequent drying necessary
  - Faster processing in general due to immediate processing
  - Suitable for quick double-sided printing
  - Long service life of the UV lamps
  - High mechanical durability of the print
  - High quality printing results
  - Suitable for substrates that are sensitive to heat, like films
  - No solvent (VOC) or mineral oil containing inks
  - Less printer waste
  - UV printing is suitable for many type of paper and PE as well as PP film
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## STS UV Compatible Inks

### LUS120 - LUS175

STS ultra-premium UV Curable Inks offer:

- stunning color gamut
- high-performance
- accurate color reproduction
- the ability to print on a wide range of media
- 1L with chip



### LH100 / LF140 / LF200

- STS LED-UV provides instant drying
- very low odor level
- no clogging and/or deflection
- super; sharp print quality
- resists fading when exposed to outdoor conditions
- water resistant



### VUTEK EFI

- High print density
- Extremely wide color gamut
- Quick drying with excellent substrate adhesion
- Superior scratch resistance,
- Outdoor durability without lamination similar to OEM,



- 1L, 3L, 5L

## FB250

- The HP250 is a virtual match of the original
- it's Plug & Print
- exceptional durability and media compatibility
- 5L box with chip



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## Managing Cross-Cultural Project Teams in the COVID Era: A Management Challenge

In recent years there has been a transformation in the way that global projects are managed. In most cases the use of cross-cultural project management teams for design and execution has become commonplace for large commercial and industrial ventures. Many years ago, project teams were comprised of homogeneous groups that shared similar customs and backgrounds.

As international communications processes developed and became more readily available, the trend for virtual project planning and design has markedly increased. Today, complex projects are being planned and executed in various locations, some many thousands of miles from each other, in places like Mumbai and Beijing especially now that COVID-19 has erupted across the globe. Additionally, team members are comprised of individuals where English is a second language which offers new challenges for the person in charge; the project manager.

Many factors have been associated with the successes or failures of working with cross-cultural project teams in enterprise projects. Any lead project managers that do not understand those factors do so at their own peril.

### Cultural Awareness

Due to the rise of international partnerships, foreign companies have begun to collaborate locally in the region where a project will be executed. This invariably leads to the use of cross-cultural project teams which may be separated by geography but have the common interest for a successful project completion. The managing of such a multinational mixture of professionals of varying cultures poses an interesting challenge for the project manager but can offer great

rewards as well. One key factor in this exercise are the roles of cultural awareness programs, as areas for lack of understanding are enormous where culture, environment, and education all play a part.

In Gordon Adler's, *The Case of the Floundering Expatriate*, an American executive was hurriedly sent to Europe to lead a corporate division that was staffed with a microcosm of European Union members, all with their own organizational and behavioral methodologies which stemmed from the cultural environments they originated from. The executive had no experience managing a cross-cultural group of professionals, nor was he culturally aware of their diversities. He assumed that work was work, and the multicultural group he was to lead would operate by the same norms and matrices as American businesses. Even though the executive had some cross-cultural training and experience, he was ill prepared for the role since many project management processes came of age in a different competitive environment and before the cultural impact on management became an issue. The processes had been geared toward a uni-cultural world where one project management approach was to fit all cultures.

Here, a new methodology was warranted, discarding the old belief that project management practices are universally applicable, instead of culture bound as the current condition relates. The floundering expatriate was unaware of the mounting evidence leading to a change in basic assumptions and due to such negligence, subsequently failed in his assignment. For these types of projects to be successful the project manager must take cultural factors of traditions, values, customs, and beliefs into consideration at the project planning phase so that project objectives are consistent with the values and customs of the stakeholders.

## Communications Management

Over the years, project management principles and practices have developed with an emphasis on variables that lead to project success. A well-prepared communications management plan can be one of those variables. An analysis of the impacts of cultural complexities to communications management, and their relation to the outcome of project success had been examined by Ochieng and Price in 2009. There was evidence that integrated teamwork is a primary key in efforts toward improving project delivery.

The study presented a balance between the experiences of project managers from European and Asian perspectives and aimed to explore how project managers with diverse cultural backgrounds had



managed communications on multicultural project teams. Specifically, the study intended to examine the efficacy of cross-cultural communication strategies for complex technical projects.

The structure of the research and data collection comprised interviews with project managers in Singapore and the UK with results selected from a cross section of project teams, organizations, and project environments. The resulting sample was designed to achieve both Singaporean and UK participants with their experiences of cultural complexity on projects. It was established that effective communication is the key to managing expectations, misconceptions, and misgivings on multicultural project teams.

It has also been shown that sound communication strategies and effective project planning influenced the success or failure rates of projects with multicultural teams. In many studies, communications management is the number one issue a project manager faces on a project. If that project has a cross-cultural project team, the task becomes far more formidable.



STS currently has over 700 distributors in over 160 countries throughout the US, EU, South America, and Asia. STS's manufacturing principles are based on continuous improvement and efficiency. We take pride in strong relationships with our OEM customers, ensuring a thorough understanding of their requirements. We deliver customer support from concept through the product lifecycle which offers clients unique industry-specific solutions that can lead to a customized product.

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