

## Guidelines & Tips for *UV+EB Technology* Articles

### Topic suggestions:

- Product developments
- Market trend analysis
- Case studies (see enclosed Case Studies & Application Highlights Guidelines)
- Application highlights (see enclosed Case Studies & Application Highlights Guidelines)

**Before you write the article, ask yourself the following questions:** Does the article talk about a new or improved product or process? Would you, as a UV+EB proponent or potential user, want to know about this development?

***The key is to provide valuable information while avoiding commercialism.***

**Keep your audience in mind.** *UV+EB Technology* readership is comprised of RadTech members and non-members who already use UV+EB technology, as well as potential end-users.

**Visualize the story as an inverted pyramid,** with the broadest, most important information at the top and details at the bottom. Feature articles range from 1,500-4,000 words in length. Don't pad your article if you can craft a message in fewer words; however, if more details will help inform the reader, then those details are encouraged.

**A good conclusion is usually the least significant point,** unless the article is written chronologically. A good conclusion wraps up the story without repeating the lead.

**Your story should be** created and emailed as a Microsoft Word (.doc) document.

**Photographs (with captions) and camera-ready artwork (charts, illustrations, etc.) are encouraged. Each item must be identified, briefly captioned and referenced in the article.** All images should be provided at or above our minimum resolution requirement of 300 dpi at 100 percent. Images should be CMYK files saved in .tif, .eps or .jpg format. Submit photos and artwork – up to 10 MB in size – via email. Because the files will be large, multiple images will need to be emailed individually, or sent via Dropbox, MailBigFile or a similar service provider. Art that appears on the cover will be credited in the Table of Contents.

### ***All article submissions must have:***

- Author(s) complete name, telephone number, email address and mailing address
- Author(s) job title, company name and website address
- Author(s) brief biography – 3 to 4 sentences in length
- Photos/illustrations that are identified, briefly captioned, and referenced within the article

**Please be considerate of deadlines.** All *UV+EB Technology* content is reviewed by an Editorial Board consisting of volunteers.

### **Submissions & questions should be directed to:**

Dianna Brodine, managing editor, *UV+EB Technology*  
dianna@petersonpublications.com, (785) 271-5801

## **Guidelines for *UV+EB Technology* Case Studies & Application Highlights**

### **Factors in the decision to convert to UV+EB process:**

What specific problem did UV+EB offer a solution? What was the previous process? Compare UV+EB to alternative processes regarding cost, productivity, safety, convenience, quality and environmental factors.

### **Specific property advantages/disadvantages associated by use of UV+EB material:**

Heat sensitivity of substrates, chemical resistance, appearance, adhesion, improved gloss, color, etc.

### **Specific process advantages/disadvantages offered by use of UV+EB:**

VOC/HAP reduction/compliance, cost efficiency, work environment, energy efficiency, reduced space requirements, increased productivity/turnaround time, ease of clean-up, product consistency, film compatibility.

### **Effects of the implementation of UV+EB technology in the production facility:**

Response of workers, development on new business, product changes/improvements, marketplace response to new product.

### **Any photos available of products/process?**

### **End-product description:**

What types of products are produced? (include photograph(s), if available)

Substrates

Method of application

Quantity applied

UV+EB equipment supplier(s)/equipment used

Application/press equipment used and supplier(s)

Material supplier(s) – type of material supplied

### **Process description and parameters:**

Line speed, lamp power, production line configuration, etc.

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### **All case study submissions must have:**

- Author(s) complete name, telephone number, email address and mailing address
- Author(s) job title, company name and website address
- Author(s) brief biography – 3 to 4 sentences in length
- Photos/illustrations that are identified, briefly captioned, and referenced within the article

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