

DuPont Packaging Graphics

THE SCIENCE OF COLOR AND PRINTING TECHNOLOGIES

Innovation at the speed of your business



Paolo Ghedini, owner of 2G&P (on the left hand side) and Mario Castelli, DuPont Packaging Graphics, Sales Manager, Italy and Greece.

DuPont™ Cyrel® FAST



STATE-OF-THE-ART TECHNOLOGY AND EXPERIENCE: COMBINATION OF QUALITY

Located in Sesto S. Giovanni (MI), 2G&P was founded more than twenty years ago as craft company. Nowadays, strong of their state-of-the-art technology and of the experience consolidated in the course of many years, it supplies complete sets of flexographic printing plates, both analogue and digital. Paolo Ghedini, owner of 2G&P described the experience gained in these years and the objectives they have set for the future.

How did the company start and developed?

Our company is the evolution of a small craft business managed by my father, dealing with the manual creation of illustration and finished graphics for sticky labels and adhesive printed tapes. Just graduated and specialised lithographer in selection of colours, I decided to collaborate with my father with the aim of widening the overall scope of work of the company. I could then develop a remarkable experience by focusing my attention, for several years, in the field of flexography in a way always more focused. In September 2003, we purchased a new DuPont™ Cyrel® FAST system and in April 2004 an Esko CDI.

Would you say that the future of packaging lies in flexography? And why?

I would say certainly yes, and it is not just me saying that, it is the market. There must be a reason if in the last years flexography has grown more than the other printing techniques. The reasons of this remarkable growth are to be found in the ability of satisfying the evolved needs of the packaging industry. In my opinion, flexography was only lacking in quality, which before the digital era, was sole prerogative of other printing technologies.

How have the packing market demands changed?

The market requires better and better printing and most of all flexibility. To support offers and promotions, the package must always be charming and must often change its look. Design and graphics must frequently vary, in order to “rejuvenate” the appearance of the products continually. As a matter of fact, the products are indeed less innovative than the packaging in which they are contained. The demand is therefore: quality, short runs and quick and frequent changes. As far as quality was concerned, flexography was winning already. Today, thanks to the level of quality reached flexography has a leading role when compared to other printing technologies.

What have you done and what are you doing to meet the new demands of your customers?

We have carefully invested in superior technologies for plate imaging and colour management. The use of these innovative systems and software allows us to offer always



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DuPont Packaging Graphics

“Advancing Flexography”

the highest levels of quality. The combination of technology, expertise and continuous interaction with our customers allow us to reach better and better results.

Are you currently working only with digital flexo plates or do some customers ask you also for analogue plates?

90% of our plate production is digital. Sporadically, we receive orders for analogue printing plates. In particular, we deliver analogue plates when we have to remake a set of plates for which we still have existing film. I honestly think that the productivity advantage offered by the digital system justifies by itself its use. It is true that the rough material is more expensive and that the investment in equipment is significant. However, the advantages in terms of quality, labour time, imaging excellence, cleaning, elimination of film and consequently no assembly and retouch are lightening the production cost.

Have you got other DuPont equipment in your company? Which ones?

We have almost only DuPont equipment: from the solvent processors to the cameras for contact film, up to the analogue Cromalin®, which is still in use despite the digital technology; in case of Pantone colours, it is still one of the most reliable tools.

What convinced you to use the DuPont™ Cyrel® Fast system?

New technologies should always be evaluated. Moreover, if a technology is presented by companies that have a record of proven experience, than we must believe in it. That is what happened to me. I was immediately interested in this technology, because I thought that a development process without solvent could truly bring quality advantages. We performed several comparative tests which convinced me of the real value of this technology. Obviously, all the innovations are often eyed with suspicion by people, who are used to the conventional technologies. Moreover, the more they are effective, the more they irritate. I think that disregarding or denigrating it, is a useless attempt to put off a change, which is the more unavoidable, the more effective the technology is. Sometimes, we hear rumours concerning Cyrel® Fast which are truly ridiculous. It is obvious that people used to making solvent photopolymer plates may be less interested in the adoption of this new technology. This technology is different from the one they are familiar with. It involves conception and production changes which impact the processes established since years. I don't deceive myself, I cannot foretell the future. I only know that all those customers who tested Cyrel® Fast are fully satisfied and have noted the difference. I am convinced that the strategy I have chosen is certainly the most difficult but also the right one.



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Esko Cyrel® Digital Imager (CDI)

What does DuPont offer to you?

When you purchase equipment for your business, you don't just purchase a machine, you establish a relationship. The suppliers must be a reliable and always available partner with the right experience and a structure that can warrant a qualified cooperation. This relationship is nearly more important than the equipment itself. The machines are simply machines; men manufacture and operate them. With us, this trust relationship with DuPont has never failed.

Was the shift from solvent plates to Cyrel® Fast thermal plates difficult?

The process needs to be fully understood and for that reason production experience is very important. The main difference is how the non-imaged area gets eliminated, which is as simple as ingenious. Once you have understood that mechanism, it becomes easy to run the system and the result is an even increased production.

Do the printers follow you with this project? Do they take your advice?

The customers exposed to this have always gained confidence, and that is what always allowed us to establish long lasting cooperation. The Customer sees the results and understands that they can rely on us and accepts our advices. We are proud of the confidence the customers show us.

What are your strategies for the future?

In these years we have reached results which make me already feel in the future already. We have the potential to increase significantly our production and we need to take advantage of that now. We need to develop a strong and wider commercial network. That would allow us to grow further and make us well know in the market. If we succeed with that, then we can consider investing the resources gathered in new technologies.