

# DuPont Packaging Graphics

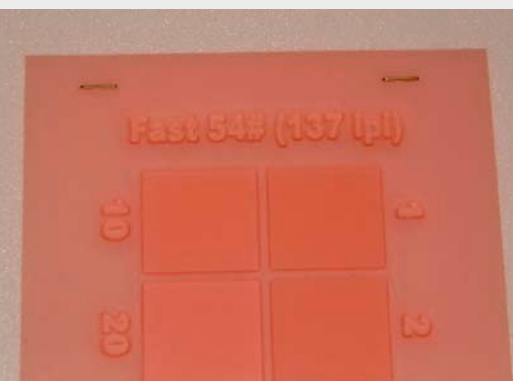
THE SCIENCE OF COLOR AND PRINTING TECHNOLOGIES

Innovation at the speed of your business



**The Cyrel® FAST TD4260 produces plates with a maximum width of 42 inches and 60 inches in length with a thickness of 0.112 inches.**

Mr Maurizio Geremia's company, leaders in the supply of flexographic plates, becomes one of the biggest user of DuPont™ Cyrel® FAST digital plates.



## GRAPHOSTYLE TO CUT PRODUCTION TIME

**With the aim of further expanding in the specialised field of high-quality pre-press engraving, Graphostyle has installed a DuPont™ Cyrel® FAST TD4260 system which radically cuts production times.**

To meet the needs of increasingly demanding customers in terms of speed and quality of service, Maurizio Geremia, the head of Graphostyle, has completed their range of machinery by adding the Cyrel® FAST TD4260 alongside the existing Cyrel® FAST 1000TD system installation.

The Cyrel® FAST technology, presented at DRUPA 2000, has been consolidated in recent years and is now a market leader, winning the attention of flexo plate users. As Mario Castelli, sales manager for DuPont, explains "Cyrel® FAST is crucial to the preparatory phases of flexo plates and in the production of the best plates on the market; it has succeeded in making a remarkable difference in the work flow, allowing our customers to take full advantage of high productivity systems whilst gaining in general working quality. The system enhances the production capacity of our customers and promotes the flexo sector, making it possible for flexography to approach the kind of qualitative results associated with offset and gravure."

The DuPont™ Cyrel® FAST system utilizes thermal dry technology, thus eliminating the use of chemical solvents and wash solutions. In practice, by using a heat source which can be regulated with precision, the non-exposed parts of the photopolymer layers can be removed by the Cyrel® FAST developer roll with the lightest pressure.

Once the plate has been developed, there is the post-exposure phase and the plate is then ready to be printed giving a 70% time saving compared to conventional systems.

The new Cyrel® FAST TD4260 machinery installed in Graphostyle is able to produce plates with a maximum width of 1,067 mm (42 inches) and 1,525 mm (60 inches) in length with a maximum thickness of 2.84 mm (0.112 inches). To better understand the impressions and reasons that led Graphostyle to choose DuPont as both supplier of machinery and materials, we spoke to Maurizio Geremia.

### **What DuPont machinery do you have in your business?**

"At the moment, we have two complete Cyrel® FAST systems for the production of plates in a 90 x 120 format and a 106 x 152 format as well as an Esko-Graphics Cyrel® Digital Imager system and a DuPont™ Cromalin® digital system for the production of certified contact colour proofs. Effectively, the whole plate production process is DuPont."

### **At present, are you only working with digital or do you have the odd client who still asks you for analogue?**

"In 1999, we realised that the market would move in the direction of high quality print and our decision then to turn the whole production over to digital has proven to be a



The miracles of science™

**DuPont Packaging Graphics**

***"Advancing Flexography"***

winning strategy. The objective of specialising in high quality pre-press production has allowed us to win a market share addressed to particularly demanding customers. All our customers are now well aware of the huge benefits accruing from the use of digital plates and clearly, they are not likely to change their minds."

### **What motivates you to use Cyrel® FAST rather than traditional methods?**

"Even here, we've proven ourselves to be highly innovative and aware of changes in technology. We were the first to put our faith in and install a Cyrel® FAST digital system in Europe, in 2001, and the start-up process, undertaken with DuPont's active collaboration, made us extremely aware of the great benefits to be had from producing plates with the Cyrel® FAST system. Subsequently, a year after the first installation, we took the decision to convert the whole process to Cyrel® FAST. In this way, we have been able to offer the most demanding client a technically flaw-less plate that is fully certified, significantly reducing delivery times and without using highly toxic chemical solutions that are harmful to the machine operators. Basically, we have revolutionised the industrial production process for flexographic plates."

### **Which markets are you specialised in? Who are your customers? Do you also supply customers abroad?**

"We specialise in high quality systems for flexible packaging. Most of our production, about 70%, is for the food packaging industry; the remaining 30% is for non-food packaging, tissues, pet food and sanitary hygiene. Our customers are mainly printers and print-buyers who need high performance techniques for packaging printing. Forty percent of our revenues comes from foreign markets, mainly Europe but also non EU countries."

### **What would you say you are unique in?**

"Our company philosophy is inspired by the knowledge that we are an international company which operates in more than one type of market at the same time. To stay ahead, research and development has to be an indispensable part of our project. A dynamic atmosphere which is both flexible and hi-tech allows us to offer our customers a high-quality service in real time."

### **Are printers following you in your project? Are they open to possible target tests? Do they, above all, respect your print guidelines?**

"Normally speaking, our customer relations begin with a target test or finger print. We have developed our own system for highlighting imaging parameters which allow us to customise



### **Specialists in flexible packaging**

From the left, Francesco de Roa, Packaging Graphics sales manager in the Mediterranean area; Jan Scharfenberg, Cyrel® FAST product manager Europe MEA; Maurizio Geremia, owner of Graphostyle; Mario Castelli, Packaging Graphics sales manager for Italy and Greece.

every single printing machine profile, thus monitoring possible variations or technical modifications. In order to obtain high quality standards, we are convinced that ever greater synergy between the flexo players can only result in a further improvement in the product and it is with this aim that we promote and encourage meetings and exchanges of opinions so as to acquire as much information as possible to guarantee the expectations of the finished product."

### **How important is it in the flexo world to supply the printer with a reliable digital reference proof?**

"As it turns out, it is of paramount importance. Knowledge of materials, printing machines and an in-depth analysis of all possible variables in the flexo press production process, make it possible for us to present the customer with proofs that are reliable representations of what the finished product will look like."

### **What are your strategies for the future?**

"For sure, we shall continue to invest in R & D. At the moment, we are closely assessing the feasibility of installing a new sleeve production system using a Cyrel® FAST round system, just as soon as it comes onto the market. We believe that sleeve production with this system can further boost improvements in flexo printing and that is also our prime objective."

### **Finally, what more does DuPont offer you over other suppliers?**

"We think of DuPont as a key partner in the growth and development of the products and technologies linked to high quality flexo engraving and I have to say that, to date, it has not disappointed in its declared mission to be the market leader."



*The miracles of science™*