

DuPont Packaging Graphics

THE SCIENCE OF COLOR AND PRINTING TECHNOLOGIES

Innovation at the speed of your business



From left to right:

Aurélie Karkatcharian, Casino; Julien Chauveau, Imprimeur Stratus SEEC; Sandrine Badel, Casino; Jérôme Gros, Médialliance; Joan Marfa, DuPont; Fabrice Di Pace, DuPont; Jean-François Perret, Imprimeur Stratus SEEC; Christophe Auzi, DuPont; Franck Libéros, Médialliance.

From left to right:

Franck Libéros, Médialliance; Aurélie Karkatcharian, Casino; Sandrine Badel, Casino – print quality control.



“GREEN” PLAN PUTS FOCUS ON PACKAGING GRAPHICS FOR CASINO PRODUCTS

Sweeping changes introduced to respond to customers’ environmental concerns

Last year, Nathalie Kosciusko-Morizet, the French Secretary of State for the Environment, addressed the marketing directors of French companies in a bid to convince them to drastically improve the eco-friendliness of their packaging design.

In the face of changing environmental expectations from customers, the French distributor Casino reacted swiftly, setting itself clearly apart from its competitors. The company launched a radical campaign to reduce the weight of its packaging and the environmental impact of waste disposal, as well as reducing the distances its products need to be transported. One of the strategic lines of communication of the Casino group will also focus on the reduction of CO₂ emissions.

Casino is carrying out a global campaign to adopt sustainable-development criteria in its choice of suppliers. It is clearly showing them that it is determined to reduce the environmental impact of its products.

French printed packaging industry ready for change

Since last year, DuPont Packaging Graphics has been working on a programme to promote solutions for printing environment-friendly packaging.

At the first meeting, Irène Françon, Casino Packaging Manager, and F. Di Pace, Director DuPont Packaging Graphics France, decided to embark on three projects (monolayer film, multilayer film and labels), with the cooperation of the French tradeshop Médialliance. The aim is to gauge the environmental benefits of solvent-free DuPont™ Cyrel® FAST technology. This technique makes it possible to manufacture photopolymer plates for flexo printing, completely eliminating the need for solvents.

Médialliance was appointed by Casino as the general coordinator for implementing and analysing all three projects. In agreement with Casino, Monsieur Jérôme Gros, Sales Director of Médialliance, selected three printers: Morancé-Soudure was chosen to work on the monolayer film project, Vériplast on multilayer film, and Stratus SEEC on labels.



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“Advancing Flexography”

Flexo printing now more eco-friendly with DuPont™ Cyrel® FAST

Casino's Project Packaging team, consisting of Irène Françon, Alix Béraud, Aurélie Karkatcharian and Sandrine Badel analysed the advantages of DuPont™ Cyrel® FAST technology and gave it official approval. This technique makes it possible to manufacture photopolymer plates using a thermal platemaking process, with no use of solvents and no need for washing-out. DuPont™ Cyrel® FAST eliminates the need to handle, stock or recycle solvents, as well as the need to comply with the environmental constraints imposed on their use by the law.

With clear environmental and health advantages, this technology also reduces the manufacturing time of plates by up to 70%, thus saving considerable amounts of time and money compared with alternative processes. The use of non-woven rolls to remove non-polymerised surfaces ensures simple and reliable elimination of waste.

DuPont™ Cyrel® FAST uses the very latest technological processes to give the packaging printing market the solutions it needs to satisfy consumer demands.

In terms of printing, customers using DuPont™ Cyrel® FAST plates have noted longer plate life, faster running speeds, and quicker colour pick-up. Most of these advantages can be attributed to the uniform thickness of the DuPont™ Cyrel® FAST plates.

Totally committed to sustainable development, Casino Group has thus approved DuPont™ Cyrel® FAST flexo plate technology for the printing of its films and labels. Madame Alix Béraud, who heads the Casino project says: "Taking into account all the advantages that DuPont™ Cyrel® FAST technology offers us, after giving it our seal of approval we decided to include it in our technical specifications. This approval fully complies with our environmental policy and satisfies our customers' expectations."

The Médialliance Group has recently taken the decision to adopt Cyrel® FAST technology and it is already working on numerous projects with other principals.

The process of thermal development of the Cyrel® FAST photopolymer plates from DuPont de Nemours therefore meets the need to reduce the environmental impact of printed packaging. At the same time it also meets the quality and productivity requirements of the market.



Project no. 1: Monolayer film - Poêlée Haricots verts et 3 choux



Project no. 2: Multilayer film - Fines croquettes au bœuf et au poulet 4 Kg

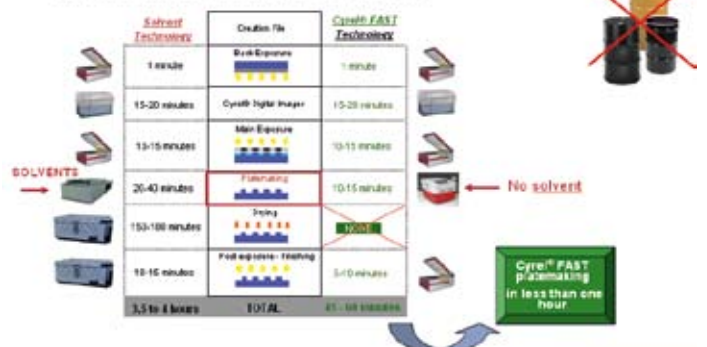


Project no. 3: Labels - Lessive concentrée écologique 3 L.



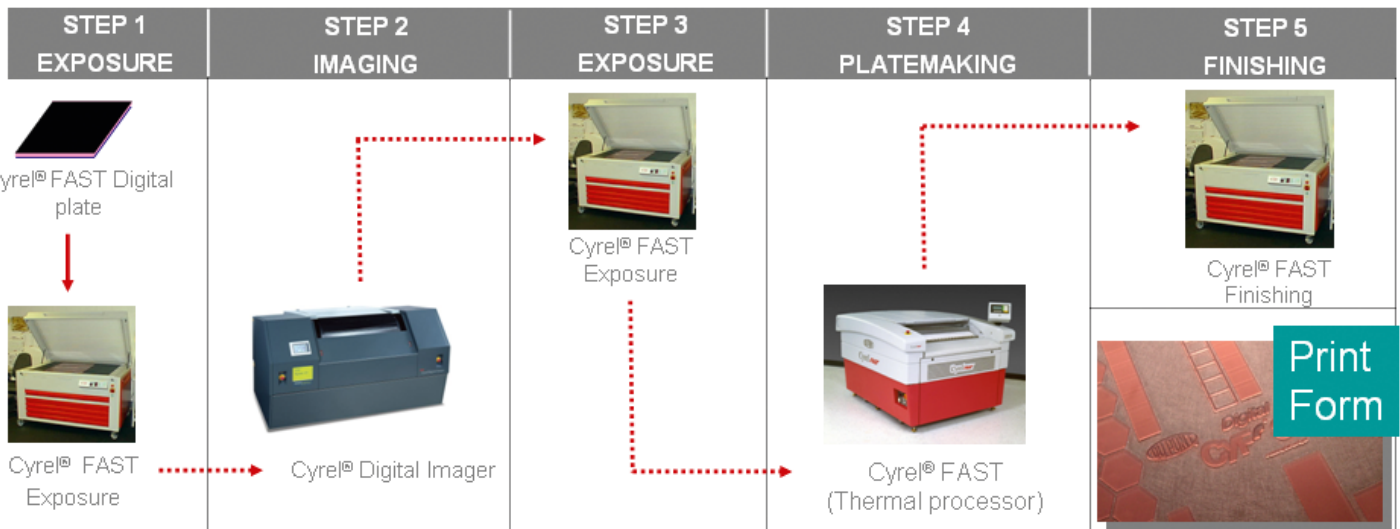
The Cyrel® FAST technology completely eliminates solvents

Comparison between Solvent and Cyrel® FAST processes



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Cyrel® FAST platemaking process in 5 steps



The Casino distribution group and the Médalliance tradeshop have successfully taken this opportunity to offer attractive packaging to their customers while respecting their commitment to the environment.

An introduction to Casino

Founded in 1898, Casino was one of the very first French food distribution groups. A multi-format company, as of 31 December 2007 Casino had more than 9800 sales outlets, consisting of 386 hypermarkets, 2089 supermarkets, 718 discount outlets, 6140 ‘superettes’ and 257 restaurants.

On 31 December 2007 the Group had more than 20,000 employees throughout the world. Internationally, Casino is present in 10 countries (Holland, Argentina, Uruguay, Venezuela, Brazil, Colombia, Thailand, Mauritius, Vietnam and Madagascar) where the Group has more than 1400 outlets, of which 257 are hypermarkets.

More than 85% of the Group’s consolidated international turnover is generated in South America and South-East Asia, two fast-expanding areas where the Group has achieved dominant positions.

In 2007 Casino’s total business volume excluding VAT was 36 billion EUR (of which 62% in France and 28% abroad). In 2007 the group’s net profit was 664 million EUR.



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