

# DuPont Packaging Graphics

THE SCIENCE OF COLOR AND PRINTING TECHNOLOGIES

Innovation at the speed of your business



The Diflex premises in Madrid

## Diflex: a pioneering approach to modern flexography

The packaging industry in Spain is dominated by a small number of companies, as large operators have been acquiring local players, particularly in the glass and metal packaging sectors. Within this scenario, the companies providing print forms to the packaging printing industry can achieve success only if they're able to offer best-in-class products, in terms of quality and consistency, at the same time as supporting their customers' drive for speed and productivity.

Diflex S.L, founded in 1995 by M<sup>a</sup> Teresa Mesa and Miguel Ángel Ruiz and based in Madrid (Spain), is one such winning company. In just a short timeframe, the company has gained a reputation for quality, consistency, short lead-times, high levels of service and constant innovation. It is a company with a clear vision and a strong leadership that builds its success on the expertise of its people and has invested to create a pleasant working place and the most innovative infrastructure.

Over the last 14 years, Diflex has been digitizing and automating all of its production processes from the creation and optimization of packaging graphics, to flexo plate and sleeve making. It has expanded its portfolio of products and services through a combination of organic growth and new-technology acquisitions, including the purchase of several DuPont and EskoArtwork systems, in order to provide expanded capabilities for its clients' packaging innovations.

During the years, the installation of the most modern plate processing systems, such as Cyrel® 2000P and Cyrel® 1000 ECLF, and other DuPont™ Cyrel® equipment, have been complemented by the installation of two EskoArtwork - Cyrel® Digital Imagers, one of which is fitted with 4000 DPI High Resolutions optics and sleeve option. The premises have been extended, resulting in a doubling of the production area floor-space. This has been necessary to accommodate the new assets, to maintain the optimum workflow and to expand the storage area.

In 2004, Diflex installed a new DuPont™ Cyrel® round with the primary aim of meet the needs of the ever evolving packaging printing sector and with the wish to capture business opportunities beyond the traditional reach of flexo printing.

Cyrel® round is an easy to use hardware and consumable solution that delivers a continuous print flexo sleeve optimized for precision printing and improved productivity. Unlike other continuous printing solutions in the packaging industry, Cyrel® round provides a reliable and standardized system with the shortest turn around time from design to final package, fully supporting the sustainability expectations of brand owners and acknowledging their 'Time to Market' goals.



The storage of Cyrel® round sleeves ready to be imaged



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**“Advancing Flexography”**

This technology coupled with modern servo-driven flexo printing presses equipped with sleeve job-change technology, gearless and controlled printing pressures is ideal to print on almost any type of substrates including critical materials with varying thickness.

High-quality flexo printed packaging is a natural fit with Cyrel® round seamless photopolymer sleeves, they are ideally suited to projects requiring continuous design repeats or complex nested mounting.

Cyrel® round responds to the needs of the large majority of Diflex's customers in a wide range of packaging industry segments. They perform well with flexible packaging, tag and label and folding carton substrates as well as rougher materials like tissue and wallpaper.

Miguel Ángel Ruiz, Managing Director at Diflex, stated "We're constantly innovating to ensure that we lead and reflect the latest developments in flexography. We also look to fulfil our responsibilities to the communities and environments in which we operate while working in a way that is safe and sustainable."



**Diflex: a modern and safe working environment to respect operators and environment.**



**The latest Diflex investment: a Cyrel® round solution to produce seamless sleeves for high precision and quality packaging printing.**



### **Diflex's customers using Cyrel® round sleeves are taking advantage of the following benefits:**

- Continuous design (e.g. no butt join for backgrounds)
- Reduced trapping (no mounting, no distortion required)
- Better register (no manual mounting, no plate distortion)
- Less thickness variation (product made to final dimension)
- Less dot-gain (in comparison to endless rubber sleeves)
- No plate lift (less risk on press at higher speed)
- Minimized 'cupping' (polymerization of stretched surface)
- Longer plate life on press (more precise press adjustment)
- Improved consistency (vs. mounted plates)

### **Automatically they experience a financial gain due to:**

- No plate mounting (equipment, personnel, consumables)
- No cost for mounting tape
- Faster make-ready (getting into register)
- Less start-up waste (substrate & ink)
- Higher press speed (increase of 10-30%)
- Longer print form life-time (vs. mounted plates)
- Higher press utilization rate

"Diflex's dynamism and pioneering approach to flexo and commitment to service have always kept them at the forefront of the industry, often leading the field on a national and international level. Their aim for excellence in flexo plate and sleeve making is matching their highest standards of technical skills." commented Jaime Teixido, Sales Manager DuPont Packaging Graphics Iberica.



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