

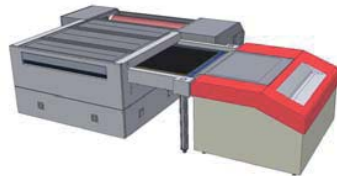
### DUPONT PACKAGING GRAPHICS TO SHARE INNOVATION, TECHNOLOGY AND SUSTAINABILITY EXPERTISE AT DRUPA 2008 IN HALL 08B / STAND B23

DuPont Packaging Graphics, known for its Cyrel® brand of flexographic plates and systems and for continuously Advancing Flexography, on the occasion of Drupa 2008 will demonstrate new integrated workflow systems and also will have some answers for brand owners and print buyers increasingly concerned with environmental sustainability.

Four demonstration areas will showcase the most recent technology innovations for flexography and packaging graphics from DuPont:

- High Volume Flexible Packaging
- Automated Multipurpose Flexo Workflow
- Digital Corrugated Workflow
- Sustainability

DuPont is playing a crucial role working together with leading companies, such as Sun Chemical, EskoArtwork and many others to develop solutions aimed at "perfecting flexography" and tradeshops, printers and converters will be in a position to "See and Touch" the most innovative solutions behind the DuPont™ Cyrel® brand of products. The technology solutions that DuPont will present at Drupa will once again demonstrate the company's commitment and strong leadership in Packaging and Flexography.



### DUPONT PACKAGING GRAPHICS LAUNCHES NEW MULTILINGUAL WEBSITE

DuPont Packaging Graphics, worldwide leader in innovative flexographic systems and known for its DuPont™ Cyrel® brand, announced today the official launch of the new Packaging Graphics website, [www.cyrel.eu](http://www.cyrel.eu), a multiple language website providing useful and detailed information tailored to the needs of the flexographic industry.



The new Packaging Graphics European website, previously available only in English, offers for the first time the possibility to choose the language in which contents will be displayed. Visitors from Germany, France, Spain, Italy, Russia and Turkey will now be able to exploit the great advantages of finding exhaustive information about Cyrel® round, Cyrel® FAST and Cyrel® digital in their own language. The entire website and all supporting documents are available in seven languages: English, German, French, Spanish, Italian, Russian and Turkish. Flexographers, Converters and End Users can quickly select their language from the European Welcome page ([www.cyrel.eu](http://www.cyrel.eu)) or they can type in the corresponding URL address of their country:

- UK: [www.cyrel.co.uk](http://www.cyrel.co.uk)
- Germany: [www.cyrel.de](http://www.cyrel.de)
- France: [www.cyrel.fr](http://www.cyrel.fr)
- Spain: [www.cyrel.es](http://www.cyrel.es)
- Italy: [www.cyrel.it](http://www.cyrel.it)
- Russia: [www.cyrel.ru](http://www.cyrel.ru)
- Turkey: [www.cyrel.com.tr](http://www.cyrel.com.tr)

European Site: [www.cyrel.eu](http://www.cyrel.eu)

Global Site: [www.cyrel.com](http://www.cyrel.com)



### 19 COMPANIES JOIN FORCES AND RESOURCES TO COOPERATE IN THE PROMOTION OF FLEXOGRAPHIC PACKAGING PRINTING!

During drupa 2004, all major printing and packaging printing experts could foresee that drupa 2008 would be the exhibition where Flexography would finally match other "alternative" print processes.

Today many companies, like Consumer Package Goods manufactures (CPGs), retailers, converters and printers, state that Flexo has already not only matched the alternative printing processes in quality, consistency and productivity, but in many cases it provides more benefits than gravure and offset from both the application and economic perspectives.

Actually, Flexo has been the most innovative technology and the fastest growing printing process over the last decade and still is.

A constant trend to shorter runs, ever-increasing utilization of graphics and colours, steady top quality and brand integrity, environmentally-smart solutions and, last but not least, cost effectiveness, is what marks the packaging industry wants. During the last years, and today more than ever before, Flexo demonstrates to be the ideal technology to respond to those challenging needs.

The biggest benefit of Flexo is its great flexibility. It prints on virtually any substrate, being it smooth or rough, having absorbing or non-absorbing properties, using a variety of inks, water-based, solvent-based or even environmentally-smart solvent-free. Modern Flexo reveals high reliability in colour quality and consistency with short and long print runs. Flexo printing plates show very long run length capabilities (up to several million of impressions), and the innovative printing presses can print with variable repeat lengths.

For these reasons, 19 leading companies have decided to join forces and resources to set up a partnership under the name "Flexo4All". Flexo4All is the natural evolution of "Flexo the Alternative", an agreement between independent businesses initiated by DuPont Packaging Graphics (DuPont™ Cyrel®) over 20 years ago.

More information on Flexo4All can be found at: [www.flexo4all.com](http://www.flexo4all.com)

■ **Naksan Embraces DuPont Science to Advance Turkey's Packaging Printing**

April 8, 2008 - Naksan Gaziantep, a leading flexographic printer and converter in Turkey continues to invest heavily in state-of-the-art and top quality flexo solutions.

■ **EskoArtwork and DuPont Packaging Graphics Strengthen Their Partnership**

March 18, 2008 - At drupa 2008 visitors will have the opportunity to see brand new top class digital flexo platemaking solutions developed by two major packaging graphics companies.

■ **One of the Technology Leaders Offers New Solutions for Enhanced Productivity and High Quality Graphics**

March 12, 2008 - DuPont Packaging Graphics, a leading supplier to the flexographic printing industry, will showcase new products and workflows at drupa 2008 (Hall 08b / Stand B23) to illustrate its ongoing commitment to promote the advancement of Flexography for the flexible packaging, tag & label and corrugated industries.

■ Find out more at [www.cyrel.eu](http://www.cyrel.eu)

**DUPONT PACKAGING GRAPHICS CELEBRATES MAJOR PATENT MILESTONE**



DuPont Packaging Graphics has recently achieved the registration milestone of 125 patent families consisting of more than 600 patents and applications worldwide. These patents, which represent the technological innovations of the Packaging Graphics business, cover a wide range of products, equipment and processes that enable customers worldwide to improve the productivity of their operations and quality of their products and services.

"Since the introduction of DuPont™ Cyrel® photopolymer printing plates in 1974, we have been working with our customers to develop innovative technologies to advance flexography," said Lisa DiGate, global business director, DuPont Packaging Graphics. "These patents represent our investment in flexography, the package printing industries and in the innovations that our customers value."

Flexo is a dynamic industry and it is no accident that today flexo is the process of choice for high quality, high impact consumer packaging around the world. Hard work and a willingness to invest on the part of flexo tradeshops and printers, and innovations by suppliers in pre-press technology and plates, anilox rolls, inks and press technology have helped fuel flexography's growth.

"DuPont innovation has played a key role in the major technology, productivity and sustainability advances in flexography. Like the other technology leaders in the flexographic industry, we continue to make investments in order to find creative ways to serve customers and satisfy the innovation demands of the consumer packaged goods companies (CPG). And of course, this has proven to be a great fit for a science company like DuPont," stated

Kevin Leary, global technology director, DuPont Packaging Graphics. "The market values our innovative technology and ideas, and is constantly looking for the next big breakthrough."

Some of the highlights in the evolution of Cyrel® and Flexography are:

- Cyrel®, the first photopolymer printing plate (1974).
- Automated and in-line platemaking systems (1980s).
- Capped plate technology for improved print quality (1987).
- Aqueous processible printing plates (1990s)
- The development and introduction of a fully digital photopolymer workflow for flexo including Digital Cyrel® printing plates and the Cyrel® Digital Imager (1995). (This technology – and the subsequent enhancements that were developed in partnership with EskoArtwork – is widely recognized as a primary reason that flexography was able to become the preferred package printing process)
- Cyrel® FAST, the first solvent-free, dry, thermal plate processing system (2000). With late access times of under an hour and the elimination of all solvents and liquids from the platemaking process, Cyrel® FAST introduced flexography to the idea of "just-intime".
- Cyrel® round digital sleeve system (2002) providing best-in-class registration for improved print quality, reduced make-ready times, rapid change-over, production of seamless tone and line work in perfect register, visibly higher quality, and printing speed.



"These inventions form the basis of our offerings to the marketplace and have received numerous awards from the industry. They have helped flexographers keep up with CPG and retailer demands for eye-catching graphics, speed to shelf, and cost productivity," DiGate said.

"It's becoming more of a challenge for all participants in the market to continue to deliver the innovation necessary for growth in an environment of such rapidly rising costs," DiGate continued. "Rising crude oil prices affect not just raw material costs; they seriously impact the energy costs of manufacturing, warehousing and distribution. However, Packaging Graphics is a core business for DuPont and we are committed to develop the new products and systems to sustain growth in flexography and package printing."



*The miracles of science™*

In the next Issue: Drupa 2008 report, Flexo Education, New Horizons Award, Grand Prix Cyrel® 2009, and more