

DUPONT PACKAGING GRAPHICS CELEBRATES 35TH ANNIVERSARY OF CYREL®

DuPont Packaging Graphics recently marked the 35th anniversary of DuPont™ Cyrel®, and will commemorate the milestone with an extended celebration, including customer recognition and appreciation events around the world. Cyrel® is the world's first photopolymer printing plate for flexography.

"Since its introduction at the Emballage Packaging Exhibition of 1974 in Paris, Cyrel® has become a respected global brand name," said John McCooney, Global Marketing Manager – DuPont Packaging Graphics. "We are delighted to celebrate this occasion with our customers and employees who have placed their trust in us over the past 35 years."

"We continue to deliver the highest quality products and service to our customers by introducing new digital plates, new corrugated workflows and Cyrel® FAST round, a thermal process continuous photopolymer sleeve system," said McCooney. "All of this is being done with a commitment to sustainability very much in line with DuPont's overall direction. A Peer Reviewed Life Cycle Assessment has already proven that the Cyrel® FAST workflow has a reduced environmental footprint when compared with traditional solvent processes.



DuPont™ Cyrel® is celebrating 35 years of Advancing Flexography

To give exhaustive information about the anniversary, DuPont Packaging Graphics has created a dedicated web site, go NOW to: www.cyrel.co.uk/35years.

All related events will last from September 1st 2009 through August 31st 2010.



Discover how

DuPont innovation has played a key role in Advancing Flexography.



Win an iPod!

Participate in the 35 Years of Advancing Flexography contest.



Join the Cyrel® FAN Club Now!

Open to all people that love Cyrel®!
Receive a FREE GIFT for joining!

September iPod winners:



Mr. **Dan Hörath** from Germany (right) has received his iPod from Frank Scholz, DuPont Packaging Graphics.

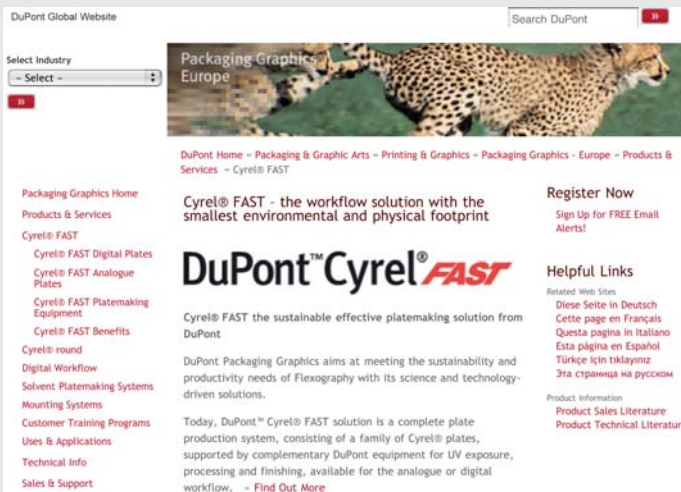


Mr. **Anesh Ramraj** from South Africa (middle) has received his iPod from Karla Grey, (left) DuPont Packaging Graphics in the presence of Mr Guenter Naubereit, (right) Antalis South Africa.

NEW WEBSITE SECTION FOR DUPONT™ CYREL® FAST

Following the introduction of the DuPont™ Cyrel® round website, DuPont Packaging Graphics today announced the launch of the newest section of its multi-lingual portal, www.cyrel.eu, dedicated to the DuPont™ Cyrel® FAST system for plate-making production.

The new website section is aimed at helping flexographers and packaging printing buyers improve their knowledge and understanding of the benefits and possibilities of thermal plate-making from both a productivity and sustainability perspective. With this website section, DuPont Packaging Graphics intends to better meet the needs of today's evolving packaging printing sector through its science and technology - driven solutions.



A screen shot of the new website section dedicated to Cyrel® FAST

"Packaging printing buyers expect quality and productivity as well as improved sustainability benefits. DuPont™ Cyrel® FAST systems fully respond to these requirements, thanks to a thermal technology that reduces plate production time, keeps the print quality at a high level and has less impact on the environment. With the new website section dedicated to the Cyrel® FAST, we aim at increasing awareness around the technology and related benefits" states Pier Luigi Sassanelli, Marketing Manager DuPont Packaging Graphics EMEA.

The DuPont™ Cyrel® FAST solution is a complete plate production system, consisting of a family of Cyrel® plates, supported by complementary DuPont equipment for UV Exposure, processing, drying and finishing. The new website section is designed to provide a wide range of information and best practice guidelines to the professional flexographers who want to know how this technology can create a competitive advantage.

The launch of the new DuPont™ Cyrel® FAST website section is part of a project started last year to more fully utilize the capabilities of the web. The internet is an integral part of a global development program involving many DuPont websites, which have undergone renewal to provide a fresher look and easier navigation for visitors to quickly find all the information they need.

The new section is accessible through the "products and services" menu of the Cyrel® multi-lingual portal. It includes full information about plates processing, equipment (with detailed pages dedicated to Digital Imagers and Thermal Processors), and materials. It allows users to download multimedia documents like video clips and technical data sheets about workflow, plates and plate-making production processes. A specific subsection provides benefit details about thermal plate-making adoption from two perspectives; users and buyers.

PPP & WIPAK TO DRIVE TRANSFORMATION IN UK FLEXIBLE PACKAGING MARKET

PPP Digital Imaging Ltd, one of the most innovative UK based photopolymer printing plates and continuous sleeves providers, has taken a "pioneering" approach to transforming the flexible packaging market in the United Kingdom.

PPP was one of the first companies in the UK to produce digital flexo printing plates with their computer to plate technology (CTP), which produces consistently repeatable plates compared to analogue imaging.

Early in 2009, PPP reinforced its partnership with Wipak in Welshpool (The UK subsidiary of the Wipak Group, the packaging division of Wihuri a Finnish multinational group of companies) and consolidated an already successful relationship to drive changes in the UK Flexible Packaging market; PPP and Wipak have chosen DuPont™ Cyrel® round as a key component of their joint work towards higher quality and efficiency.



"Wipak's latest press, the Flexotecnica, uses Cyrel® round and the Eltromat automatic register system to deliver outstanding register - fast."

DuPont™ Cyrel® round is an easy to use hardware and consumable solution that delivers continuous flexographic photopolymer sleeves optimized for precision printing and improved productivity.

Cyrel® round significantly improves the productivity of modern CI flexo printing presses for all kind of print runs. Completely eliminating the mounting step of plates – including the tape -, the precision of Cyrel® round enables a very short set-up time of the printing press and the highest press speed with long uninterrupted runs at the same time.

High-quality flexible packaging has a natural fit with Cyrel® round seamless photopolymer sleeves, and they are ideally suited to precision print projects requiring continuous design, repeats or complex nested mounting.



"Dave Kershaw, Business development manager PPP, maintains a keen interest in production and can be seen inspecting a Cyrel® round sleeve prior to UV exposure."

The installation of this new system at PPP allowed Wipak to continue to develop new business opportunities beyond the traditional reach of flexo printing, with much faster turnaround times Wipak specializes in the manufacture and conversion of barrier laminates for use in the perishable food markets. Many of its customers are household names and Wipak is committed to producing highest quality flexible packaging with the shortest turnaround times and minimum environmental impact.

Wipak has been able to challenge its customer's use of the gravure process by offering flexo benefits – speed, flexibility and environmental advantages – and delivering benefits previously considered to be the preserve of gravure houses – consistency and the possibility of using continuous design with long runs. Customer response was very positive and the business expanded. Phil Wolstenholme, MD of the Welshpool site said "We have significantly enhanced our Quality and Customer Service offering to the market place, this with the added benefit of improving our efficiencies by the reduction of press down time".

Wipak soon found that make-ready and mounting times were reduced offering efficiency benefits alongside the aforementioned quality benefits.

In its turn, PPP is vigorously promoting its investment throughout the UK, Ireland and mainland Europe and with a pre-press studio equipped with state of the art technology and a large team of skilled production professionals, it offers support around the clock, adding up to fast turn around and open communication. In addition to flexible packaging, PPP is now supplying the label sector and will soon expand into the tissue market.

"Installing the Cyrel® round system has been exciting and as with all of our major investments, I have taken the lead with this project", commented Craig Swift, MD at PPP Digital Imaging Ltd, "I am very impressed with the sheer quality of the equipment and the process – washout quality is outstanding".

He continues "The right equipment is important but I am truly proud of our team of 'round' experts who work with customers from the very start through to the print run to ensure that what we do is right first time and delivers value to our customers".

For further information, please contact:

Jean-Pierre Richard
DuPont de Nemours (Deutschland) GmbH
DuPont Marketing Communications
+49 (0) 6102.18 3919
Jean-Pierre.Richard@deu.dupont.com
Or visit: www.cyrel.co.uk



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