



FLEXOGRAPHY MADE EASY AT PLASMAR S.A.

Making Flexo Printing Shine with DuPont™ Cyrel® EASY Plates

BACKGROUND

Created in 1985, Plasmar S.A. is a manufacturer of printed flexible packaging located in the city of Medellin, Colombia. The company currently has more than 300 employees and is committed to maintaining and improving customer relationships by delivering exceptional quality and service.

CHALLENGES

One of the most common challenges facing flexographers is increasing solid ink density. Unfortunately, printers often encounter a wasteful sequence of events – to increase density, the operator increases pressure, which compromises highlight areas and thin lines and results in premature plate erosion which in turn impacts print consistency and durability. This is a situation many printers must overcome and with Plasmar, it was no different. They were experiencing reduced durability of their flexo plates caused by the need for higher levels of ink density. They also were facing difficulties in delivering print consistency from run to run for highlights and solid areas.

Although Plasmar could mitigate some of the quality hurdles by investing in equipment and pre-press capabilities, they were looking for a solution with the ability to use extended gamut, achieving higher quality in an easier and more productive way and dramatically reducing plate waste.

SOLUTION

Legacy flat-top dot solutions provided satisfactory results to enable Plasmar to compete in the market, but they needed a simpler workflow with increased productivity. They found the answer with DuPont™ Cyrel® EASY ESP plates.

Cyrel® EASY plates made it possible for them to meet these demands without having to rely on the legacy flat-top dot workflow and simplified the prepress process with built-in flat top digital dots. This is part of an ongoing effort by DuPont to improve quality, sustainability and productivity for flexographic printing. Cyrel® EASY plates also offer:

- Excellent ink transfer with superior printing uniformity;
- High exposure resolution that yields better quality reproduction;
- Less make-ready time that improves press productivity.

Since its launch in 2015, the Cyrel® EASY platform has grown to serve other market segments. Most recently, DuPont announced the addition of DuPont™ Cyrel® EASY EPC, a soft digital plate with a built-in flat top dot. It was developed especially for post-print corrugated printers. Cyrel® EPC delivers the highest quality image reproduction while minimizing the fluting effect when printing on a wide variety of corrugated boards. The next products in the pipeline are the medium durometer plates, Cyrel® EASY ESM and Cyrel® EASY FAST EFM plates, for solvent and thermal processing respectively. These plates work well for uncoated paper applications where a lower durometer plate further helps improve ink laydown and reduce mottle.

RESULTS

Improvements in Quality

“I have 12 years of experience working in the flexography industry. I can say that now we are really making flexographic printing shine,” said Andrés Villegas, prepress and press coordinator – Plasmar. “I no longer have porosity in solid areas and my minimal dots are excellent. My jobs are printing with no additional effort from my operators. I can run a job five times with excellent consistency from run to run. We have also seen reduced premature plate erosion,” Andrés said.



Plasmar Team: Alexis Ramirez (prepress coordinator), Miguel Abosaid (commercial manager), Paulina Acevedo (arts director), Alberto Cano (plant manager), Andres Villegas (design leader)



FLEXOGRAPHY MADE EASY AT PLASMAR S.A.

Productivity Improvements on Press

“It’s very simple to prove these results: the printer comes up to color so quickly and with smooth pressure. There is no need to worry about additional time required for ink adjustments during the setup. We have observed a reduction of setup time ranging from 40 minutes to an hour. This is a significant reduction. Another reason we selected Cyrel® EASY was for its consistency that is needed to achieve extended gamut, which we are now achieving. In the past, it was very difficult to achieve 1.35 ink density in cyan. We are now achieving densities ranging from 1.50-1.80, which allowed us to ask our ink supplier to reduce the amount of ink we are using,” Andrés said.



Plasmar: Color Management as a strategic tool for print quality

How Cyrel® EASY Reinforces the Plasmar Philosophy

“Plasmar has a passion for customer service, quality and continuous growth. It is a pleasure to be working with them. Implementing Cyrel® EASY was a great experience. Everyone was involved in the process, with the shared goal of achieving the best results,” said Victor González, account manager, DuPont Advanced Printing – Colombia.

“My customer, the brand owner, is seeing a difference on the shelf. They are comfortable moving their artwork from gravure to flexo, thanks to Cyrel® EASY plates. Cyrel® EASY is delivering a revolution in flexography. Flexo is easier with EASY!” said Andrés.

“We are excited to expand our Cyrel® EASY plate portfolio to serve additional customer applications and a variety of substrates. This confirms our commitment to customers, particularly in addressing their need for increased productivity, quality and less make-ready time,” said Germán Navas, sales manager, Latin America, DuPont Advanced Printing.

*Data and quotes can change according customer configurations.

For more information on DuPont™ Cyrel® EASY visit www.cyrel.com or call your sales representative