



MULTIBOLSAS PLÁSTICAS OF MEXICO MAKES IMPORTANT GAINS WITH DUPONT™ CYREL® EASY TECHNOLOGY

With new technology, Multibolsas offers innovative and high quality flexible packaging with greater agility.



From left to right: Angel Cadena (Prepress Supervisor), Nabor Olivares (Platemaking Manager), Ing. Edmundo Pérez (Industrial Director), Shyamal Desai (Technical Manager, DuPont Advanced Printing - Americas) and Graciela Tapia (Account Manager, DuPont Advanced Printing - México)

PARTNERSHIP AND TECHNOLOGY WORKING TOGETHER

“We want technologies that keep the company pioneering and innovative.” With this phrase, engineer Edmundo Pérez defines Multibolsas Plásticas, a company with 39 years of existence and one of the leaders in the conversion of flexible plastic packaging in Mexico. Considered today as one of the most complete flexible printing parks in the country, Multibolsas focuses its work on the pillars of innovation, continuous improvement of quality and fidelity to deadlines.

According to Pérez, this is only possible if the work involves all the links of the value chain. “Hence our appreciation for the partnership with DuPont in the plate area. We have always used DuPont products and have followed the innovative character of its technologies, seeking continuous updating and adoption of new solutions.”

This was the case with the adoption of the Cyrel® EASY technology platform. DuPont technology was already consolidated in many applications such as flexible packaging, tag & labels, corrugated

cardboard and paper - in both the FAST (thermal) development system and the solvent development system, with versions of smooth surface (for application of reticles and micro cells by means of software) or modified surface just in the plate.

The great advantage, as pointing out by Graciela Tapia, Account Manager for DuPont Advanced Printing in Mexico, “is that this technology platform simplifies the prepress process by building flat, digital dots directly on the plate, resulting in higher productivity and consistency in flexographic printing.”

DuPont™ Cyrel® EASY is already the most successful product ever launched in the history of the brand worldwide, reinforcing DuPont’s commitment to innovation in flexography for more than 40 years, and Multibolsas experiences this recognition in practice. According to Pérez, the clients understood that it is possible to have works of the highest quality printed in flexography. “We work with basically two types of customers: the big brand owners, who care a lot about the final quality versus the price, and the medium and small customers, usually family businesses. The best situation happens when they are open to discuss the packaging design with us, from the beginning of the process, in order to arrive at the best solution. In both cases, we seek to support them technically by showing the best printing methodology so that together we can achieve the expected results.”

Cyrel® EASY technology allows Multibolsas to work with a superior performance plate, much more stable, more robust, more solid and allows a more controlled pressure of printing. “Today, our challenge is to explore some different plots and new formats to obtain a white color of better coverage,” says Pérez.

Multibolsas’ graphic park consists of four eight-color printers; the installation of a fifth machine is already in progress. “We want the local and international market to know that there is a company in Mexico that maintains continuous investments in technology upgrades and improvements.” He argues that the best way to implement this strategy is to work in partnership with suppliers.



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From left to right: Shyamal Desai and Graciela Tapia of DuPont with Ing. Edmundo Pérez, Angel Cadena and Nabor Olivares from Multibolsas. Equipment Esko 5080 Crystal System (CDI Crystal 5080 + XPS 5080).

STRENGTHEN FLEXOGRAPHY CULTURE

In this way, Edmundo Pérez also finds it possible to be aligned with another great world trend: the control of all parts of the graphic process from digital and automatic solutions. “We are looking for an intelligent flow of work. A year ago we reengineered the company to reach the current status of repeatability of the works, with quality and the performance of Cyrel® EASY.”

He added: “While our customers have understood that flexo printing is very competitive with gravure, we can always improve and add value by measuring results and equipping ourselves with the best, from strong alliances with suppliers that are open to this partnership.”

The market for gravure in Mexico is still larger than flexography. “But this scenario tends to change because the print runs are smaller and flexography prints have shown an excellent level of quality with competitive prices,” explains Pérez. He emphasizes that flexo is already used, even in more complex works, with high tones and high lights demanding, which previously was not possible. Another lever for flexography is the constant changes in packaging. In this scenario, the flexographic process is more flexible and agile.

In its portfolio of flexographic clients, Multibolsas has profiles of all sizes, both national and multinational and they guarantee fast delivery times for packaging – going from the traditional three weeks to one week. “For all that, we are delighted with Cyrel® EASY technology. When, about a year and a half ago, I decided to bring DuPont and its innovative technology closer to the new management, I focused on the expertise of this partnership to help us serve the market more quickly, efficiently and innovatively, benefiting the entire chain.”

Pérez completes: “Today, more than ever, we know that suppliers are important partners of Multibolsas, not only in providing state-of-the-art technologies, but also in updating and recycling our team’s knowledge.”

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