



Maximizing on-press efficiencies and reducing costs

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Flexographic Business Director Asia Pacific

What is important to a brand

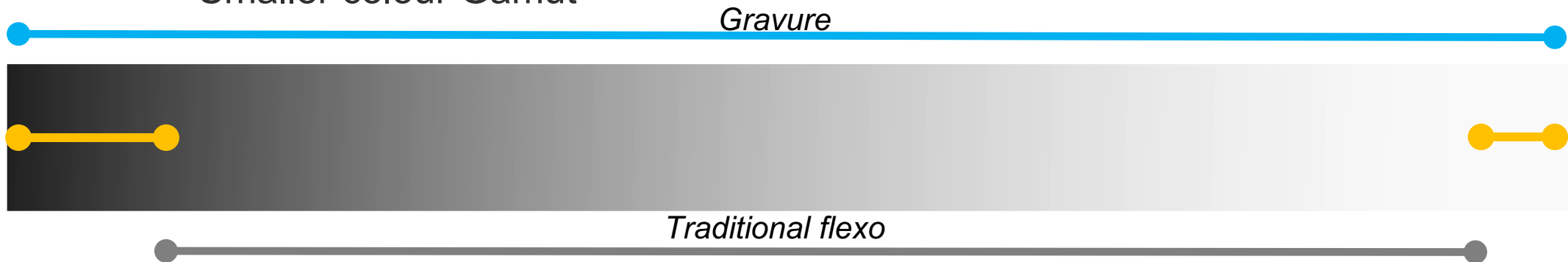
- **Optimised packaging**
 - Least amount of colors (reduced costs)
 - Cost effective printing
- **Designs that deliver the brand's message and inform**
- **Shelf Impact**
 - Key is having a consumer noticing the product on shelf
- **Sustainability is becoming a key influencer to a consumer**
 - Anything that helps with the sustainability narrative is important
- **If efficiency, speed to market, quality are up and costs are down**
 - Is the print process important?
 - Originally Gravure was selected as the best option for quality
 - There is now a choice



Today Flexography can achieve the same visual impact as Gravure

The challenge

- Traditional Flexo cannot maintain the full tonal range for each colour
 - Need for a minimum dot
 - Cannot fade to zero
 - Lower densities
 - Smaller colour Gamut



Traditional flexo will start to fill in at 85% and require a minimum dot of 2%*

Kodak Flexcel plates eliminate both issues

*This is determined by the smallest dot that can be formed and maintained on the plate. Physically this is around 15 micron

0.4% AM screen dot 175# line screen is 8 micron, 1.4% is 15 micron

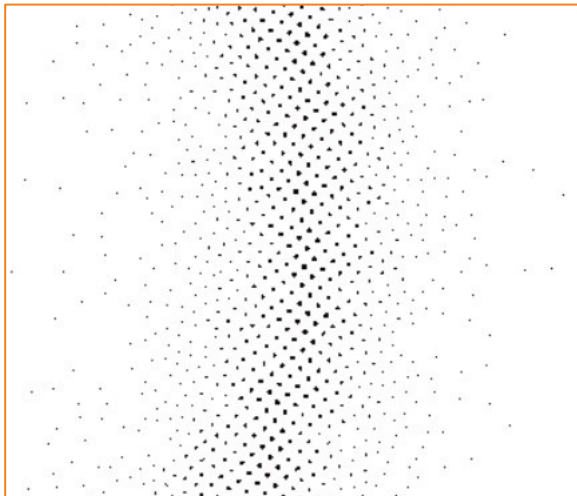
Fade to zero – normal for Digital and Gravure ⁵

Clean whites and clean colors

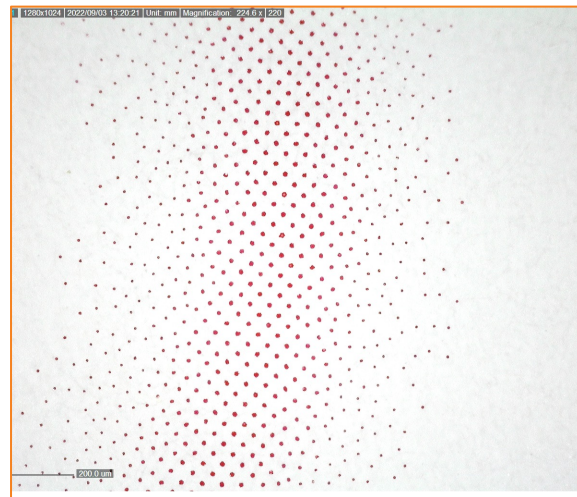


Maintaining highlight detail

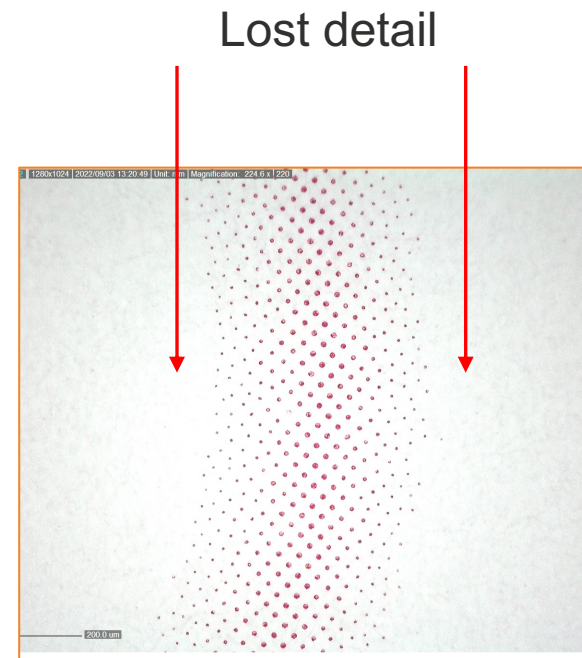
- Crucial to have 1:1:1 reproduction
 - What is on the file is imaged to the plate and printed
- Traditional Flexo plates “lose” important highlight detail
 - Gravure can as well due to ink being difficult to get out of cell



File

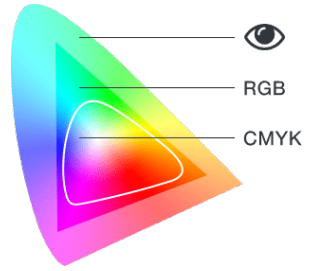


Flexcel NX plate print

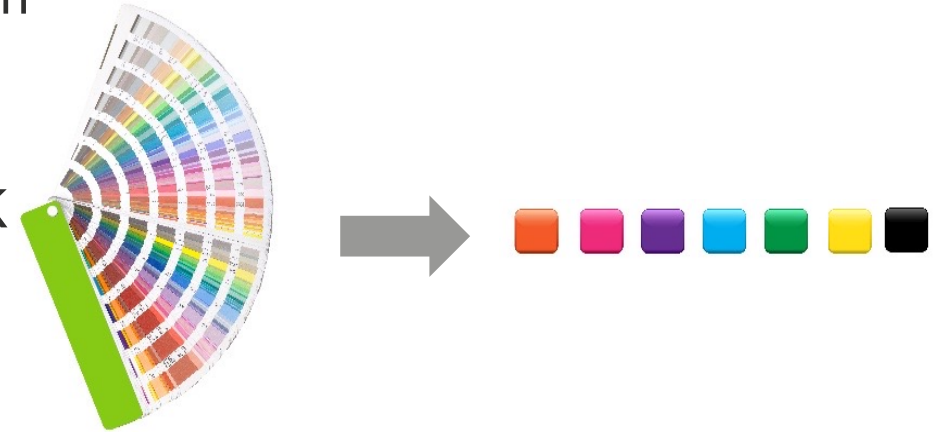


Traditional plate print

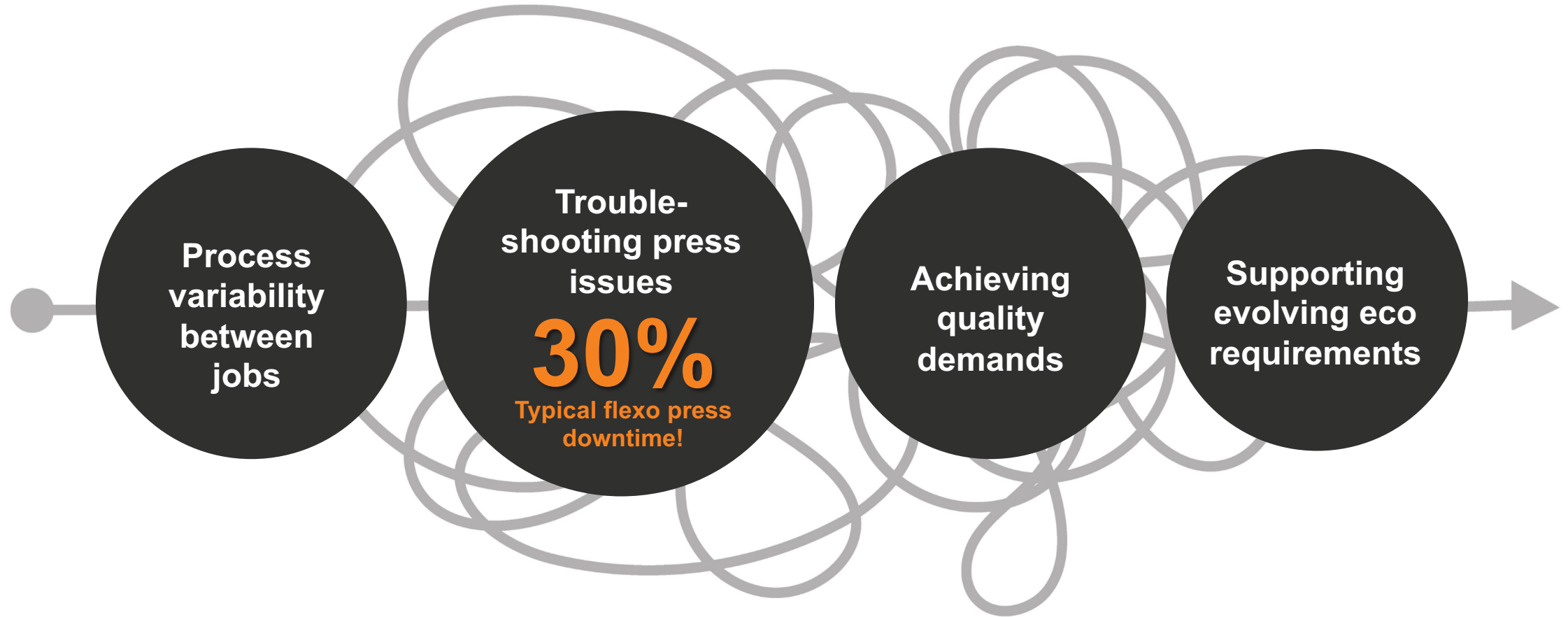
Colour vibrance with process (CMYK)



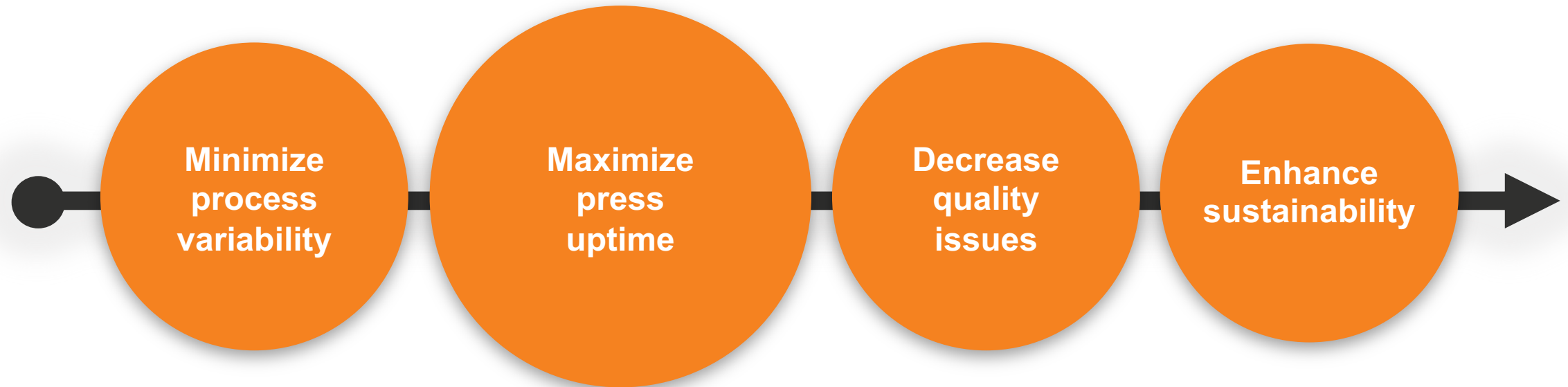
- Low or standards-based process densities in Flexo do not match the vibrance of Gravure
 - Typically 60% of Pantone colours can be achieved with “standards-based” densities
- Increase Flexo to match Gravure in densities and ink laydown
 - Increases achievable Pantone colours to 70%
 - Improves image vibrance to match Gravure
- Opportunity to produce work from Optimised Gamut – CMYK
- Use of Optimised Gamut – **NX-CMYK OGV (ECG)**
 - Achieves up to 90% of Pantone colours
- Requires printers to have their own standardised process to achieve the print properties consistently, and matching print proofs for colour and content each time, achieving optimised packaging.
- This requires a Colour Management solution to be used



Flexo complexity intensifies industry pressures.



Choosing the right plate simplifies your flexo processes...



so you can add more value.

FLEXCEL NX Solutions.

Simply
Predictable



Simply
Efficient



**Simplify
Your flexo.**
Multiply Your Gains

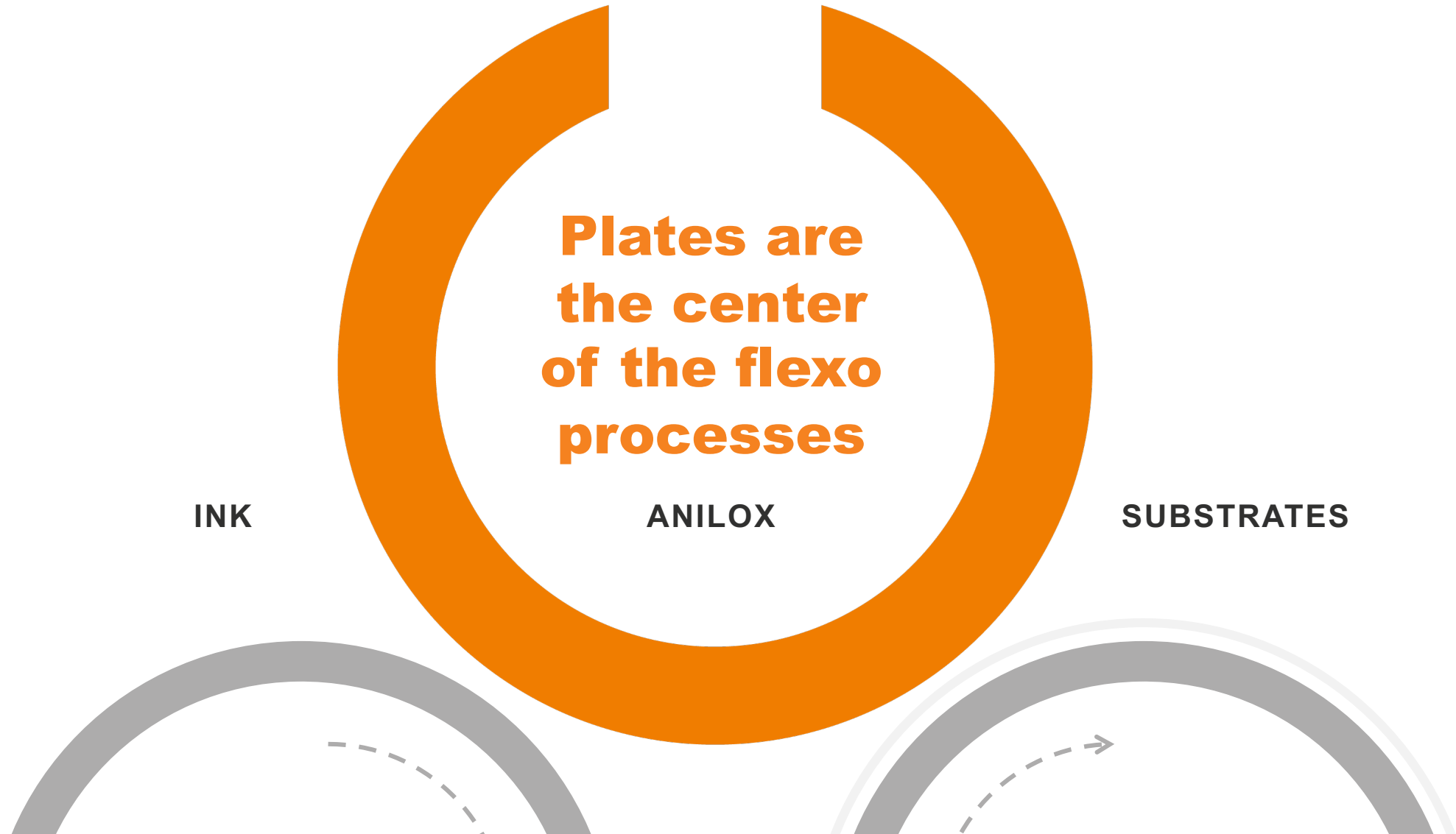


Simply
Better



Simply
Sustainable

The performance-driving power of the plate:

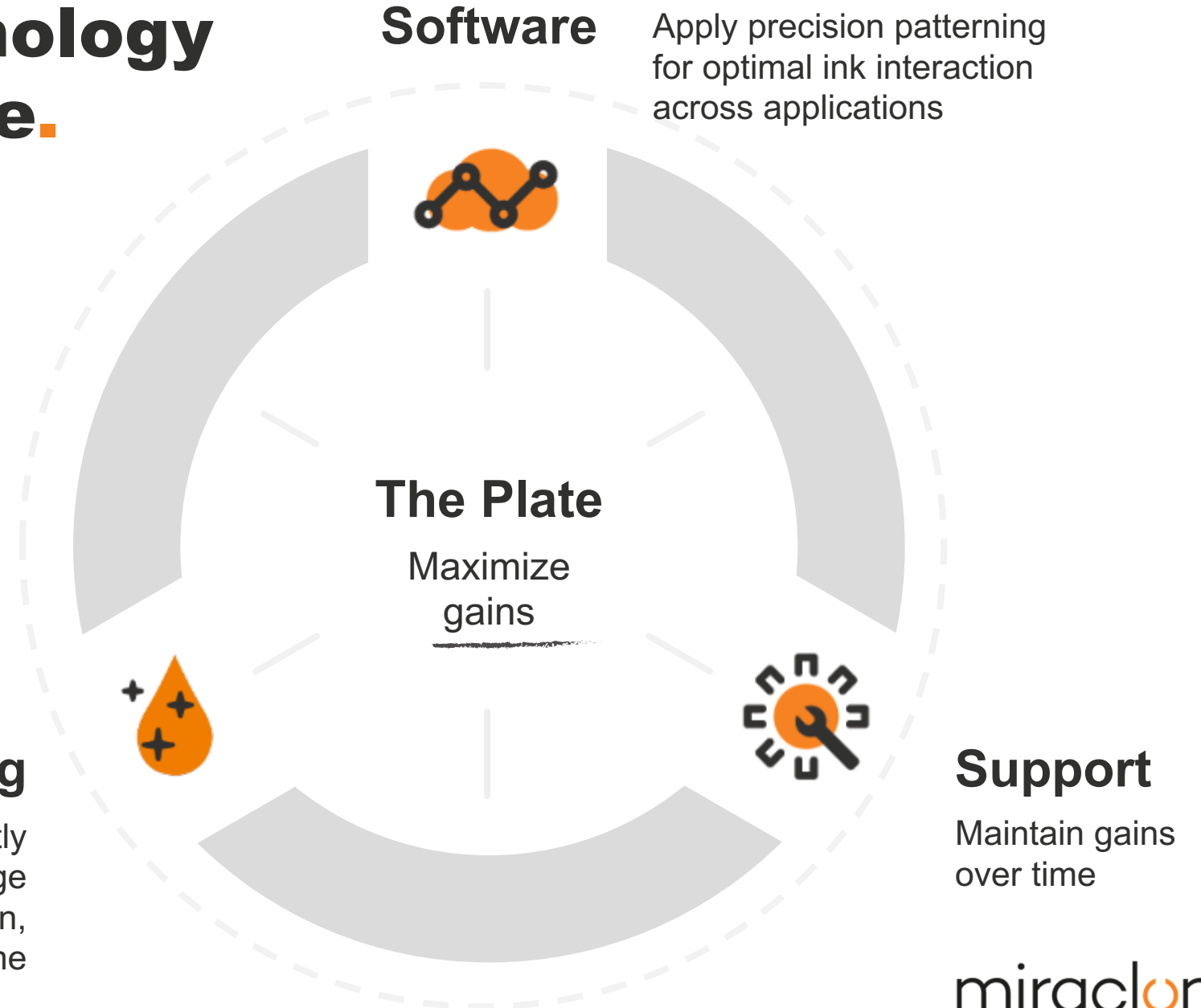


FLEXCEL NX Technology is more than a plate.

An integrated technology ecosystem intentionally designed to solve your challenges.

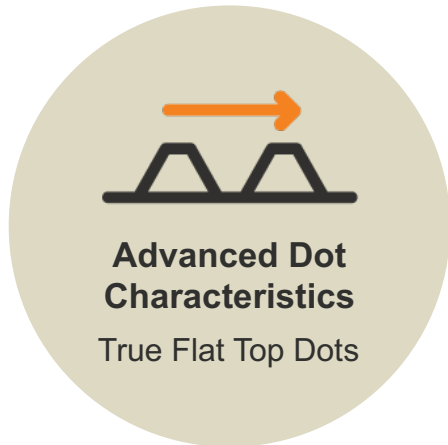
- standardize flexo processes
- achieve greater efficiencies
- provide investment protection

Imaging
Get consistently accurate 1:1 image reproduction, every time



Simply Efficient Color Consistency: Stay in color. Across every print run.

Our unique flat top dots maintain their structure across long runs so color + density are always accurate.



Multiply Your Gains



REDUCE
Operator
intervention



ELIMINATE
Print
rejections



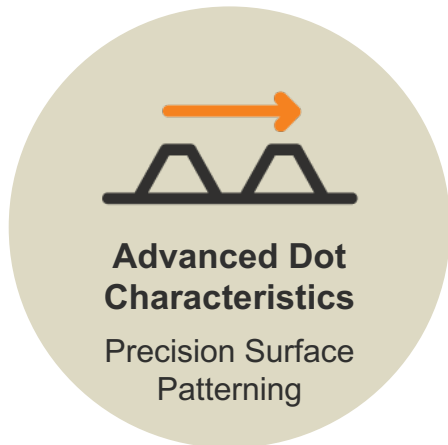
DECREASE
ECG plates
and inks



MAXIMIZE
Press
uptime

Simply Efficient Press Runs: Slash downtime. On every print run.

Our unique precision patterning **optimizes ink flow + transfer** to improve press performance.



Multiply Your Gains



REDUCE
Plate cleaning +
stoppage waste



LOWER
Ink
use

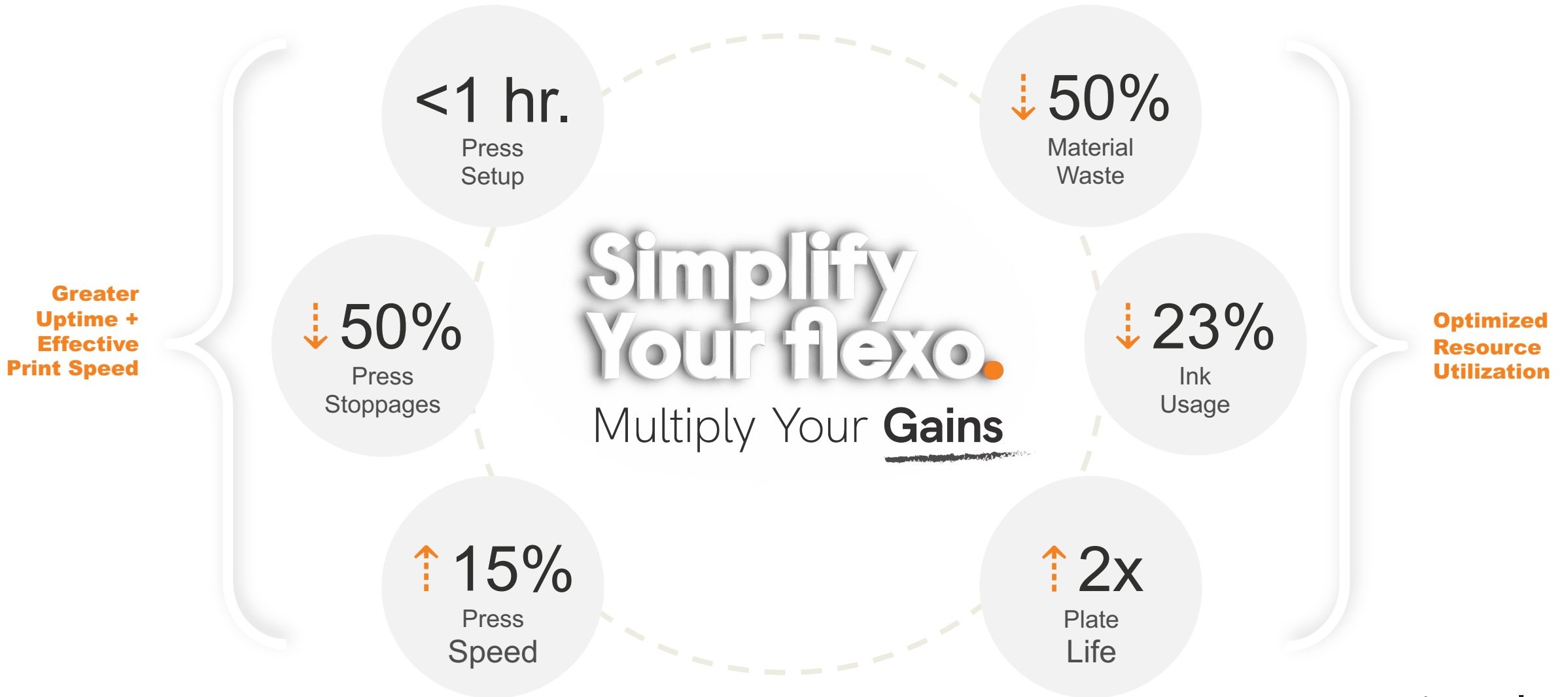


INCREASE
Press
speed



EXTEND
Plate
life

Our press efficiencies can add up to real savings:

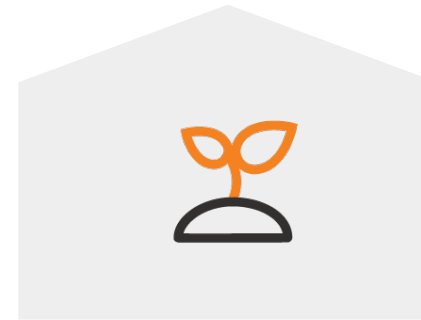


Source: Real results from Miraclon customers

Simply Sustainable:

Sustainable production. Sustainable products.

FLEXCEL NX Plates help you **achieve increasingly important goals on press** without compromising quality.



Simplify Your flexo.

Multiply Your **Gains**



FLEXCEL NX
Solutions

Efficiencies throughout your flexo processes:



Faster
imager setup



Optimized plate
layout



Fewer bad plate
remakes



Less plate
Inventory



Faster press
setup



Fewer plates +
inks for ECG



Less
ink use



Faster
press speed



Longer
plate life



Fewer press
stops



Fewer print
rejects / waste

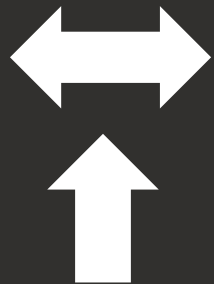
PureFlexo™ Printing

Control unwanted ink spread



Decrease waste with less cleaning and press stoppages!

Eliminate dirty print, tone gain and dot bridging, and fill in of reverse imagery



Widen your press operating window for flexo production

Maximize plant output and efficiency

Leverages years of research in highly controlled ink transfer methods

Optimized for Wide Web Flexible Packaging Applications with Solvent Ink,

Now available for Narrow Web, Aqueous-based Label Applications

Exclusive to the FLEXCEL NX System!

miraclon
Home of KODAK FLEXCEL Solutions



The simple choice to enhance your label printing

Introducing UV Choice Printing

New patterns specially tailored for UV applications

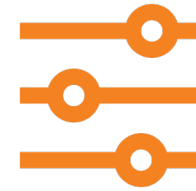
Increase print performance and print stability across a wider range of print conditions

Additional efficiencies in platemaking



Increase density with optimized ink transfer by up to

15%*



Decrease press setup times by

5-20%*



Achieve faster imaging by up to

2x*

*versus NO DIGICAP

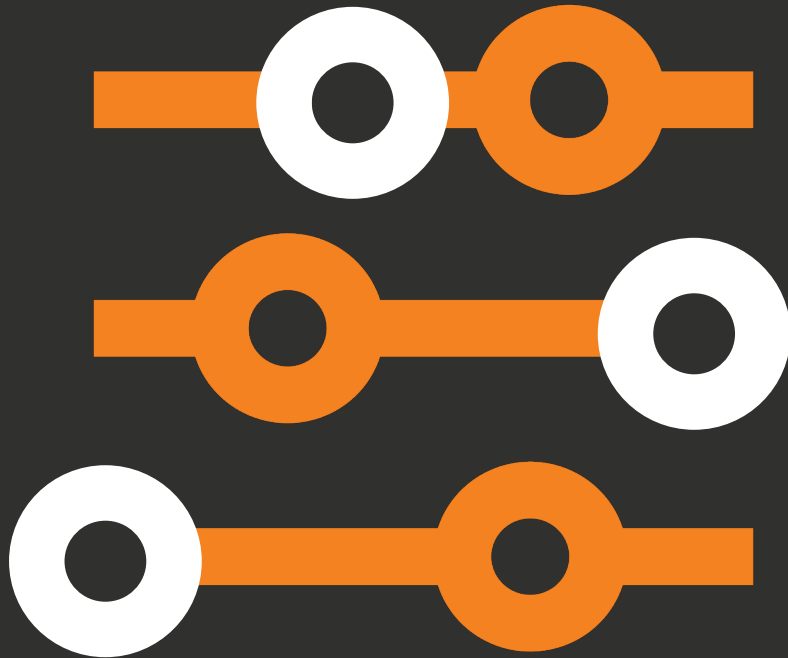
UV Choice Printing simplifies press setup

Come up to color faster.

- Match to proof predictability
- Produce more short run jobs in a shorter window

More flexible press conditions.

- Maintain print consistency & quality
- Increased latitude with lower volume anilox
- Friendly for older equipment and less experienced operators



Decrease press
setup times by

5-20%

Print Suite for Trade Shop

Print Suite for Narrow Web - Printer

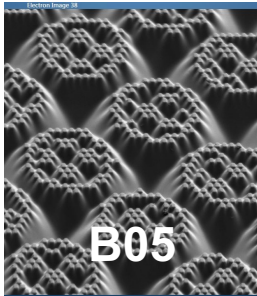
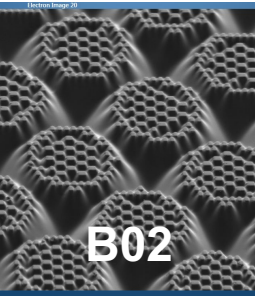
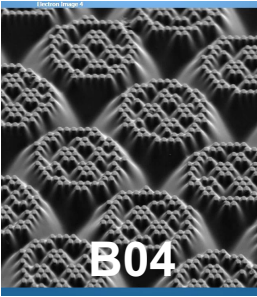
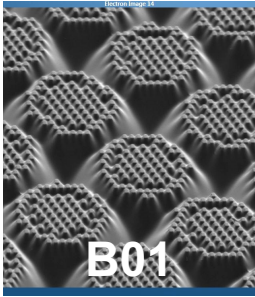
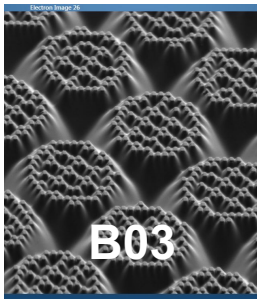
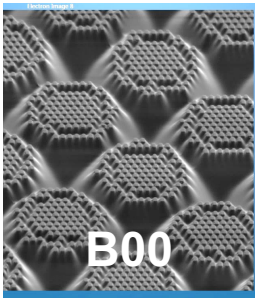
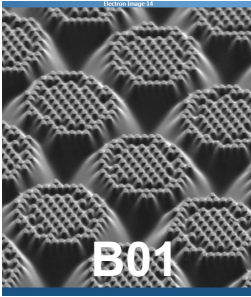
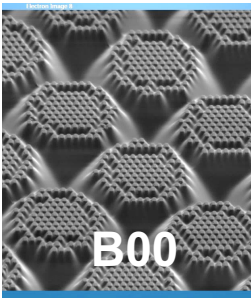
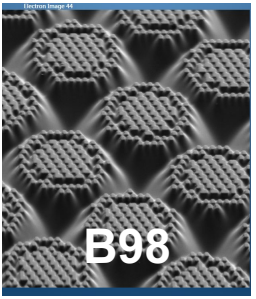
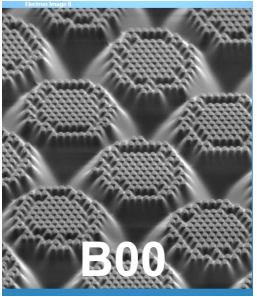
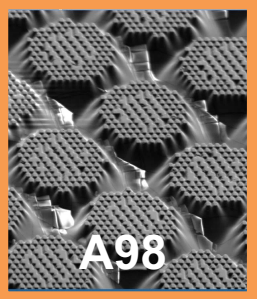
Print Suite for Flexible Packaging - Printer

UV Inks

Water Based Inks

Solvent Inks

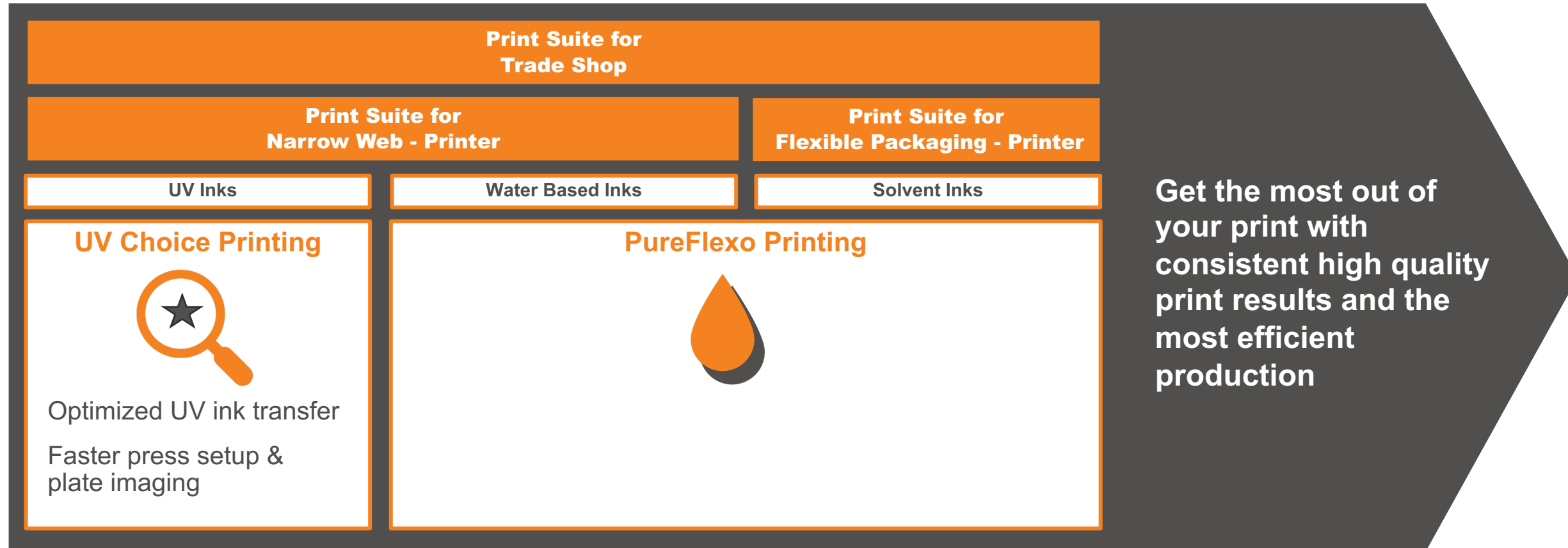
UV Choice



FLEXCEL NX Print Suite

Simply boost your flexo performance

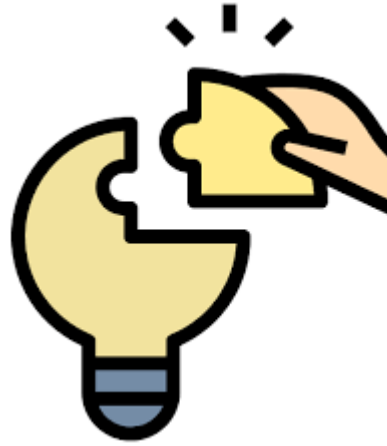
Solutions tailored for specific applications, creating greater efficiencies in achieving high quality flexo print.



Get the most out of your print with consistent high quality print results and the most efficient production

Optimized Flexible Packaging (OFP)

- With OFP Miraclon aims to become the **“trusted advisor”** of the flexo printer
- OFP offers an **end-to-end methodology** to simplify and standardise the flexo printing process and make it more cost-effective, predictable and sustainable
- OFP accomplishes **Visual Parity On Shelf!** - independent of the printing process – gravure, digital, flexography
- OFP utilizes **“optimized process printing”**, 4-color or 7-color Extended Color Gamut to eliminate the use of spot color inks
- OFP promotes print to **match a “certified proof”**
- OFP **teaches modern flexo printing technology** and the use of the benefits of flexo (and digital) for visual parity on shelf to the converter (technical and sales teams) and brand owner



Simplify Your flexo.

Multiply Your Gains



**Please visit the Miraclon tabletop to
know more!**