



FLEXO – DRIVING FLEXO FROM GOOD TO GREAT WITH DUPONT™ CYREL® EASY PLATES

BACKGROUND

Founded in 1988, Jeil Flexo & Printing Co. Ltd. is one of the most well-known trade shops in Korea. The company has been a pioneer in the introduction of new technology and plate processing for flexography in the Korea market and plays an important role in the evolution of the printing value chain for flexible packaging. Jeil Flexo is committed to their mission of delivering innovations in flexography to their customers. They help their customers improve their printing process to deliver higher quality, lower total cost and reduced environmental impact.



Jeil Flexo & Printing Co., Ltd.,

CHALLENGE

Gravure printing technology has a major presence in Korea and has long been the technology of choice for the flexible packaging market. Flexographic printing is steadily gaining traction with both converters and brand owners, thanks to its advantages over gravure—improved productivity, lower total cost structure and reduced environmental footprint. Technological advances in flexo printing have tremendously improved the print quality delivered and more importantly, the consistency needed to be accepted by brand owners for flexible packaging applications.

With flexo technology capability and in-depth industry knowledge and expertise, Jeil Flexo has been working with its customers to show brand owners that flexo printing can meet their needs. In the past, brand owners were enticed by flexo's ability to deliver food package safety, less VOC emissions and shorter process cycle time, but were less confident with its ability to achieve quality standards.

One of Jeil's customers was pursuing a conversion from gravure to flexo to meet the needs of a top bakery company in Korea. The critical challenge was to find a most suitable plate that could deliver high resolution print quality achieved by gravure printing. The challenge was more significant as they needed this to happen in a short period time to hit the milestones of their consumer marketing plans.

SOLUTION

EASY's built-in flat top dot technology delivered color complexity and workflow simplicity

In recent years, flat top dot technology has become the industry benchmark but has required investment in additional equipment or adding steps to the platemaking process. But that changed in 2015 when DuPont introduced plates with built-in flat top dots—DuPont™ Cyrel® EASY plates. Based on a brand new photopolymer, Cyrel® EASY plates deliver consistent quality, cost and efficiency benefits without additional plate processing equipment to achieve a flat top dots.

"We have found Cyrel® EASY EPR has delivered great quality and ink transfer," said KH Lee, president – Jeil Flexo. "The Cyrel® EASY flat top dot platform has demonstrated excellent performance in solid ink density and smooth vignettes on commercial jobs." Jeil has adopted flat top dot technology and selected the DuPont™ Cyrel® EASY EPR plate to fit into their current platemaking workflow without additional process steps or equipment investment.



From left to right: Jungoog Kim, Jeil Flexo Business Director; Stephen Kim, DuPont Advanced Printing Korea Leader; KH Lee, Jeil Flexo President



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RESULTS

KH added: “My customer is satisfied with the advances of Cyrel® EASY EPR as they see better solid ink transfer. It is much easier for them to match print results of gravure printing. We believe it will help our customers to convince brand owners to convert more gravure jobs to flexo as quality can no longer be an objection.”

Additional benefits achieved included:

- Printing resolution of 150 lpi;
- High Speed at press 200 m/min with no dirty printing;
- Clean minimum dots that guarantee the smoothness required of vignettes that fade to zero;
- Extremely low dot gain (almost null bump up curve);

For more information on DuPont™ Cyrel® or other DuPont Advanced Printing products, please visit our website: www.cyrel.com/ap