Etiko Achieves Outstanding Print Performance with DuPont™ Cyrel® DigiFlow

Background

ETIKO Co. Ltd. (Etico) is a flexographic printing business focused on modern label production. The company was founded in 1992 and operates from a manufacturing plant near Szczecin, Poland. In 2008, Etiko became part of the Watershed Group with facilities in four locations across Europe: Watershed Label Centre in Dublin, Label Print Services in London, Römer Etikett in Marburg, Germany and Etiko in Szczecin, Poland. Exchanges of experience and technological solutions between the group's members ensures a high level of flexibility and responsiveness to the needs of its customers.

Etiko is a tag and label converter, mainly serving the Polish and German markets predominately in the food, household and cosmetic sectors. Specializing in printing self-adhesive labels on rolls as well as decorative and thermal labels, the latest P5 machines enable them to print labels on all types of substrates, including Polyethylene (PE), PolyPropylene (PP), Poly-Ethylene Terephthalate (PET) films, for label applicators and for all types of scales and printers.

Challenge

Today's customers expect to see unique and eye-catching packaging on market shelves. Therefore the quality of the final product and label increasingly plays a much more important role. Designs are becoming more complex and difficult to print with conventional flexographic technologies, so new technology is essential to meet increasing customer demands for a 1:1 image reproduction of the highest quality.

Patrick Murphy – General Manager Watershed Group, Liz Waters – Owner of Watershed Group and CEO Etiko Sp. Z o.o., Marek Slojewski – Sales Manager Eitko Sp. Z o.o. (from left to right)

An additional challenge is the need for shorter lead times. Delivery of the final product is often expected only a few days after the design is available.

Solution

To fullfill its customers' present and future expectations in terms of quality and lead times, Etiko invested in new state of the art technology. After extensive testing of all currently available technologies in the flexographic market, Etiko visited an open house, organized by DuPont Packaging Graphics (DuPont) and its distributor Grafikus, featuring the latest trends in flexographic pre-press and plate production.

DuPont detailed the DuPont™ Cyrel® DigiFlow system, which is able to create an exact 1:1 image reproduction and is designed to be used on "an as needed basis" when a flat top dot is preferred; it also optimizes the benefits associated with solid screening programs such as Esko HD Flexo Microcell.

Results

"We are convinced by the results of Cyrel® DigiFlow and its improved performance in flexo printing which offers a similar quality to offset at a very competitive cost level," said Liz Waters, owner of Watershed Group and chief executive officer of Etiko Sp. z o.o.

The company decided to invest in a new DuPont™ Cyrel® DigiFlow 1000 ECLF, that would allow it to create flat top dots when needed. In addition, Etiko installed a new DuPont™ Cyrel® 1000 P plate processor and Esko Cyrel® Digital Imager Spark 2530 with Pixel+ to extract the desired qualities out of the new workflow.

"The installation and training of Etiko's staff was done professionally at the DuPont™ Cyrel® Customer Technology Center in Neu-Isenburg, Germany and on site during the installation," said Waters. "Etiko believes in the future of flexography, as flexography has made very significant quality advances in recent years, mainly due to improvements in the flexographic pre-press section. As a result of the current state of the art technologies, like Cyrel® DigiFlow, we can compete with offset printing at a high quality level. At present, flexography is very attractive for the packaging industry and it is applied in many new areas, which several years ago were completely closed off from flexography."

Key Indicators

Key indicators to the success of DuPont™ Cyrel® DigiFlow:

- Improved solid ink density
- 1:1 Image reproduction
- Alternative flat top dots, on demand
- No additional plate making steps
- Compatibility with CDI versions and HD Flexo

For more information on DuPont™ Cyrel® or other DuPont Packaging Graphics products, please visit our website: **www.cyrel.eu**

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