- SUSTAINABILITY -
A GOOD BUSINESS PLAN

APRIL 2009
New Initiative Launched!...................................................... 6
Laura Wayland-Smith Hatch, GravurExchange

This issue of e-FlexoGlobal launches our new initiative to bring you flexo technical articles and news on a timelier basis. Our bimonthly publishing schedule is gone, and we will now be publishing whenever we have information you need to read. The journals will be smaller, but more focused and easier to digest.

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Michael R. Pfaff, Director, Comco Brand Paperboard & Folding Carton Press Sales, Mark Andy, Inc.

As a precept, “sustainability” means a lot of things to a lot of people. It implies an attribute that allows something to be carried on indefinitely, with little or no detrimental effect. When viewed in the context of our planet and the myriad of human activities that take place every day, it can be an intimidating and confusing idea. It can be harder to figure out than a trillion-dollar economic stimulus program. For those of us operating in the converting industry, fortunately, it doesn’t have to be such an esoteric thing. There are things we can do, every day, to do our part in easing the burden we place on our planet. These don’t have to involve undue sacrifices—no equivalent of a “smart” car—and they make good business sense as well.

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by Jim Wyman, Nu Tech Coatings

The elimination of banding or gear marking commonly seen in process print or vignettes on narrow-web Flexo presses is just one of the many attributes of this innovative, patented cylinder coating technology. Increased press speeds, reduced makeready time and materials, improved consistency of print due to lack of cushion tape breakdown, and increased life of digital plates are available from Nu Tech with a performance guarantee.
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People who know Rob Layng will tell you he’s one of those guys who seems to never lose his cool. Rob started at Brockville more than 20 years ago, his first real job. He learned gravure printing from the ground up and today is in charge of plant wide quality systems and process improvement. For Rob, the position is a natural. He is highly organized and has an uncanny ability to get to the core of an issue.

Rob will tell you..."At Brockville, we face multiple challenges each day printing packaging for the food, beverage and tobacco industries. We print on stocks ranging all the way from 11pt. to 19pt. at speeds more than 220 meters per minute. Nothing happens easily. Our success is no mistake!"

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Rob may be contacted about the performance of SWEDCUT® blades at rob.layng@ipaper.com
New Initiative Launched

Laura Wayland-Smith Hatch
Publisher & Editor-in-Chief

This issue of e-FlexoGlobal launches our new initiative to bring you flexo technical articles and news on a timelier basis. Our bimonthly publishing schedule is gone, and we will now be publishing whenever we have information you need to read. The journals will be smaller, but more focused and easier to digest.

Sustainability it a hot topic, and many are confused as to what it actually means and how it can be implemented without breaking the bank. Michael Pfaff of Comco Brand Paperboard & Folding Carton Press Sales, focuses on sustainability and what it really means to the flexo industry. He explains the concept and lays out practical, cost-efficient practices that are both eco-friendly and business friendly.

Jim Wyman, Nu Tech Coatings, provides an overview of their coating technologies. He explains the solutions available to flexo printers that can improve efficiencies while also being sustainable. Before-and-after examples are provided to demonstrate improved quality.

Also featured in this issue are two flexo-printed success stories, which are part of our effort to help industry players get the word out when they win awards and are recognized by their peers.

And, we wrap up the issue with news from our sponsors, the companies that support FlexoGlobal and allow us to deliver the news and services you need in today’s fast-paced market.

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FlexoGlobal’s mission is to gather flexographic information from around the world and make it available to industry players in just one click. Our primary focus is on technical, business, and educational issues of interest to the international flexographic industry.

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As a precept, “sustainability” means a lot of things to a lot of people. It implies an attribute that allows something to be carried on indefinitely, with little or no detrimental effect. When viewed in the context of our planet and the myriad of human activities that take place every day, it can be an intimidating and confusing idea. It can be harder to figure out than a trillion-dollar economic stimulus program. For those of us operating in the converting industry, fortunately, it doesn’t have to be such an esoteric thing. There are things we can do, every day, to do our part in easing the burden we place on our planet. These don’t have to involve undue sacrifices—no equivalent of a “smart” car—and they make good business sense as well.

Where to start? Recycling? Re-use? Source reduction? For packagers, the idea threatens their survival as public percep-
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tions of packaging vary from grudging tolerance to outright disdain. No doubt the first shipment of eggs without the egg cartons would change a lot of people’s minds, but in an age of drive-by media coverage (credit to Rush for that one), very few people think very deeply about anything. So, package producers find themselves making a product that is at best viewed as a necessary evil. TV images of stinking landfills and ducklings caught in six-pack rings do nothing to soften packaging’s image. What’s a package producer to do?

Small steps, taken by many, yield big results. Many hands make short work, as the saying goes. When it comes to Folding Carton production, it makes sense that a process which...

1. Produces cartons using less paperboard
2. Emits little or no VOCs, and
3. Uses fewer machines

...would be more sustainable. So here’s the upshot of this essay: Inline Web Flexography, as a process, is more sustainable than sheet-fed Lithography. Let’s look into each of the three attributes listed above and learn why.

1. LESS PAPERBOARD
The secret here is the in-line rotary die. Using this type of die allows for tighter nesting, with the result being less overall paperboard consumed to produce a given quantity of cartons. Informal surveys taken by industry organizations have revealed that, depending on carton shape, 8 percent to 14 percent paperboard savings are possible using web presses with inline rotary dies. The two diagrams following this paragraph illustrate the difference between sheet-fed and web-fed paper use.

Even when taking into account the much higher initial purchase price of a rotary die, the paper savings still put a converter ahead.
On the sustainability scale, it’s obvious that using less paper uses fewer trees. If we split the difference in the savings estimate above and use 11 percent, we could realistically say that 11 percent fewer trees would have to be harvested to make folding cartons. Harvesting fewer trees also means that less energy is used to transport the wood to the paper mill, less energy is used at the mill to make the paper, and less energy is used to transport the mill’s output to converting plants. Additionally, less in the way of emissions from both transportation and mill activity would go into the atmosphere.

Finally, using less paper to start with logically leads to less paper waste in the form of boxboard cuttings. So, less energy is needed to run balers, transport waste to either landfills or recyclers, and ultimately landfill or recycle it. Recycling, while noble, is not free—it is a dirty business that requires energy, and lots of it.

So, saving paper is a form of source reduction, even if the carton itself is no smaller. Reducing the amount of paper required in the first place moves the carton industry closer to its sustainability goals, little by little, all along the supply chain.

2. REDUCED VOCs
Certainly, Offset and Gravure have taken significant steps over the past twenty years to reduce the VOC emissions from their processes. According to the EPA, in 1990 the VOC emissions from offset printing alone amounted to an estimated 820,000 tons. VOC emissions are the result of the solvents used in inks, fountain solutions, and cleaning solutions. Offset and Gravure have markedly reduced VOCs in recent years; however, they still exist in the 25 percent neighborhood for inks, and are estimated at 15 percent to 25 percent for fountain and cleaning solutions.

Water-based and UV Flexo inks, by contrast, emit virtually no VOCs. The inks carry less than 5 percent VOC, and there are no fountain solutions needed in flexo printing, which is a mechanical printing process that does not rely on chemical reactions.
Much as with the paper argument above, it stands to reason that minimizing VOC emissions in the first place simply by virtue of the printing process, is A) easier on the environment, and B) requires less energy to capture and safely dispose of the emissions. So, again Flexo scores well on the sustainability scorecard. And, since the cost associated with managing VOC emissions is unnecessary with Flexo, it makes good business sense.

3. FEWER MACHINES
One of the great things about inline Flexo printing and converting is the attribute of single-pass productivity. In
sheet-fed offset, a minimum of two machines is required to produce a gluer-ready carton. Also, for many carton designs, it requires multiple passes through the press in order to print multiple colors on the back of the sheet. Depending on how any given converter is equipped, it may take three machines and a battery of air-strippers to complete the printing and diecutting operations.

More machinery requires more electric power. More electric power requires, often, more fossil fuel burning to generate the power, resulting in more pollutants being released into the air. It also costs the converter more to produce cartons in this manner.

More machinery also requires more space, which translates into a bigger building that must be heated in the winter and cooled in the summer. All of this makes for a bigger “carbon footprint” and detracts from the idea of sustainability, and, again, costs the converter more money. Figures 3 and 4 illustrate, in schematic form, the amount of machinery used in sheet-fed and web-fed carton converting.

So, let’s add it all up. Less paper used, less VOCs emitted, and fewer machines employed. Flexo saves resources, allows high-quality printing while putting less undesirables into the atmosphere, and overall saves energy by requiring less amperage and smaller plants. To boot, it saves converters money.

In the grand scheme of “sustainability,” it takes everyone doing their small part to make things better, and we in the Flexo industry are doing just that!

About the Author
Michael R. Pfaff has been active in the Folding Carton industry since the early 1980s. Starting with Bernal Rotary Systems, a pioneering supplier of precision rotary dies and diecutting machinery, Mike then owned and operated RPM Systems, supplying custom rotary die-cutting systems to major press suppliers in the US and overseas. Following RPM, he spent several years consulting with Folding Carton manufacturers and press suppliers, finally moving into his present position as Director of Paperboard and Folding Carton Press sales for Mark Andy’s well-known Comco brand of package printing and converting equipment.

You can reach Mike at mpfaff@markandy.com or by phone at 636-681-9161. Inquiries concerning this article or any other topic concerning Folding Carton converting are welcome.

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The elimination of banding or gear marking commonly seen in process print or vignettes on narrow-web Flexo presses is just one of the many attributes of this innovative, patented cylinder coating technology. Increased press speeds, reduced makeready time and materials, improved consistency of print due to lack of cushion tape breakdown, and increased life of digital plates are available from Nu Tech with a performance guarantee.

Remove The Guess Work
Printers make difficult choices everyday and continuously deal with job quality, cost, scheduling, and other priorities. When jobs hit the pressroom floor, how do you know if you are being supplied with the optimum combination of plate and cushion mounting tape?

With over seven types of .015-inch mounting tapes varying in density and construction, along with plate durometers that range from 45 to 75 Shore A, the printer is faced with over 50 combinations. Merge these choices with different ink systems and substrates, and the permutations well exceed 200 mixes.

Nu Tech Coatings PEC removes the guesswork. The single recommended combination of plate and cylinder coating durometer will reliably reproduce quality results for your particular application. It is not limited to any specific press type, model, or operator skill set. We can demonstrate a dramatic reduction in waste and increase yields to a point where the product will pay for itself on the first production run. The PEC offers the printer the flexibility to shift work to older, less quality-specific equipment. Two types of cylinder coatings are offered to match with a corresponding plate durometer and a single .005-in., non-cushion mounting tape common to both for any given substrate and ink system. This allows the printer to standardize plate and tape combination using the PEC.

Put Nu Tech To The Test
A test image was designed, with input from several printers and co-suppliers, to challenge the ability of the PEC to
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reproduce extremely demanding graphics. The image included:

- Gradients, placed alongside several repeating bands of solid print to promote bounce
- Thin reverse and positive type fading to 2 point
- 30 percent screen at the trail edge.

A digital-imaged plate with these graphics was mounted on a PEC with .005-in. non-cushion mounting tape and a conventional hard case cylinder with .015-in. cushion-back mounting tape to compare the following:

- Banding/Gear Marking Frequency
- SID
- Print Contrast
- Tonal Value Increase (dot gain)
- Tonal Range
- Reverses

This inexpensive press trial quickly revealed the dramatic difference in graphics reproduction and makeready times and materials between the plates mounted on the PEC and conventional cylinders with plates mounted on cushion-backed tape.
The new GOLDSTAR DOCTOR BLADE

Daetwyler SwissTec continuously strives to develop specialized doctor blades for both the rotogravure and flexographic printing industry. Through extensive lab and field research, we are able to put the best tools in the pressman’s hands to address specific printing problems. The GOLDSTAR doctor blade addresses these needs by combining extraordinary durability with a smooth and rounded, coated edge. It has a low co-efficient of friction and the corrosion resistant coating has a self-lubricating effect which adds to its long lasting properties.
Print Expectations
- Print without gear streaks in the large 30 percent screen.
- Print a continuous tone vignette from 100 percent to .005 percent at 150 lpi virtually streak free, while dramatically extending the tonal range.
- Hold a clean and open 2 point reverse and positive type.
- Achieve good solid ink density.
- Accomplish all of this in less than 15 feet of substrate through the press.

The Technology
How do we consistently achieve these results and promise a performance guarantee? We have taken a radically different approach to the industry standard. Our solution is to provide the printer with a displaceable, rather than a compressible platform for the plate.

As the plate contacts the impression cylinder, the cushion tape is compressed and changes the contact radius. The speed change of the plate in relation to the substrate causes dot slur, gain, and bounce. The plate travels through the nip at a speed mismatch, resulting in plate wear. To compound matters, the tape is resilient and is constantly trying to rebound after each impression, adding another uncontrolled variable.

A PEC is made from a solid, non-compressible material. It displaces the patented, coating material in the nip and allows the plate to roll through at its true length. It is in perfect speed match to the substrate, and maintains the true length of the plate. The displacement of the PEC material absorbs energy that is created as a result of over impression. This ability to absorb energy allows the press operator a wide range of impression latitude, removing a huge variable in the process.
CAUTION! ANSI defines a nip between the material and the reel, mandrel or core as a RUNNING NIP.

ScrapTracker utilizes Novation's AF-2 automatic WebFlagger to safely and accurately flag the defective sections of a web in any printing or converting process. The flagger can be triggered via any automatic web inspection device or manually. The operator inputs the defect type by pressing one of six user defined pushbuttons. This data is used to generate reports for individual rolls. The reports can be printed or stored on a plant LAN, and the data can be used to generate shift reports, efficiency reports, etc.

Represented by:

The Provident Group
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Concord, NH 03301
email: dallen@providentgrp.com
Think of it in the same terms of a bulldozer tread. It can run over an uneven surface, such as rocks, but the length of the track impression remains the same.

PEC Coating and Plate Durometer Relationship
As previously mentioned, the plate durometer plays a critical role in determining the line between a successful or marginal press run with the PEC. It is the first thing that needs to be verified prior to a press run with the PEC. We are durometer specific, not brand specific, when discussing plates and have a comprehensive database of all the commercial plates and process including digital, analog, as well as hybrid technology.

- Most types of pressure-sensitive and paper substrates:
  A plate with a Shore A durometer between 50 and 55 is recommended when printing on any type of paper substrate with our standard PEC. The coating is a Shore A of 42. Extensive R&D has shown that a 10 to 12 point difference in our coating to plate durometer will assure outstanding print results.

- Unsupported and supported film, high hold-out substrates, and UV ink applications:
  A plate with a Shore A durometer between 60 and 65 is recommended when printing on these substrates with our PEC HD (High Durometer) coated cylinders. This coating is around a 55 Shore A and will deliver the same results as our standard coating on paper when matched with a 60 to 65 Shore A plate.

Mounting Tape Recommendations
Nu Tech offers a .005-in. mounting tape to use on our coating. Two additional tapes recommended, available from other suppliers, are the 3M-2205 and Tesa-52916. All tapes have excellent adhesion, but the 3M and Nu Tech tapes have the added ability to release air trapped between the tape and cylinder. The 3M works through channels in the tape and ours through perforations in the tape.

Impression Setting
To illustrate the impression latitude we are discussing, imagine the impression setting dial on the press—plate to substrate—as the face of a clock. Kiss impression with a conventional cylinder, plate mounted on the foam tape, occurs at 12:00.

Most operators agree that the optimum print setting for a conventional configuration plate mounted on solid cylinders with cushion-backed tape occurs around 12:02 to 12:03. There will be some variation in this impression setting from operator to operator. Some will run a little heavier to achieve better solids and some lighter in order to not sacrifice the screens, but, overall, settings cannot vary. Impression setting with the PEC is radically different. If we use the same clock-face correlation, the PEC kicks in to remove the banding or gear marking at 12:20. The additional impression does not affect the repeat length due to the displaceable properties of the coating.

The key advantage of a PEC is to provide a platform for a plate that will allow for impression and eliminate cushion sticky back tape, removing two major variables in the printing process. You can dramatically over impress the plate to the substrate without the usual negative consequences—haloing, slur, reverse fill in, dot gain, etc. This feature removes bounce and dramatically reduces, and in most cases eliminates, banding or gear marking while significantly increasing press speeds and reducing makeready times.

Anilox Roll
While over impression of plate to substrate is key to attaining these results, it is critical to maintain light anilox-to-plate contact. Most operators understand the concept when they see the coated cylinders.

A common occurrence seen with our coated cylinders on press is a significant reduction in ink usage without sacrific-
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ing SID. This may be due to the increased plate-to-substrate impression, which allows most of the ink to transfer from the plate.

**Conclusion**

Nu Tech Coatings' PEC offers solutions at a basic level by removing variables in the flexo printing process such as the elimination of cushion sticky back and impression setting, while creating a level playing field in the evaluation process for the optimum plate. Nu Tech achieves a more efficient process, while joining in the sustainability movement to reducing waste and drive down cost.

For more information on how you can convert your existing inventory of solid cylinders to the Nu Tech PEC, or to obtain a new coated roll, please contact Jim Wyman, Nu Tech Coatings, 678-355-9045 office, 770-655-2649 mobile, or visit www.nutechcoatings.com.

The technology discussed in this article is aimed at the narrow-web flexo market. However, Nu Tech Coatings is pleased to announce a co-supplier relationship with Flint Group Flexographic Products. rotec® flexographic sleeves, providing this same coating technology on sleeves to address similar needs in the wide-web flexo market.

**About the Author:**

Jim Wyman has worked as a technical sales, marketing, and application specialist in the packaging industry for 25 years. He and his business partner, George Brunst, who has 25 years of manufacturing, R&D, and management experience, founded Nu Tech Coatings in April of 2006, coinciding with the award of their patent for Method and Apparatus for Enhancing Print Cylinders. (US patent 7207268).
ANSI/CGATS TR 011-2002
An ANSI Technical Report Prepared by Committee for Graphic Arts Technologies Standards (CGATS)

Graphic Technology — Package Development Workflow — Design Concept Through Approved Production File

Now Available through FlexoGlobal at http://gravurexchange.com/store/page2.html
Sonoco’s Package for Target’s Archer Farms® Cereals Chosen for AmeriStar Award

The Institute of Packaging Professionals (IoPP) recently recognized the sleek-shaped Linearpak® package that Sonoco designed and is producing exclusively for Target’s Archer Farms® cereals with a 2008 AmeriStar award. The package, along with other category winners, will be displayed at the IoPP Packaging Summit scheduled for May 19-20 in Chicago.

The selection by the IoPP represents another major packaging award for the Linearpak container, which previously was recognized with the Package of the Year award in the Food Category by Food and Beverage magazine and with the Private Label Packaging Award by PL Buyer magazine. All 18 varieties of the cereal marketed throughout Target’s nationwide chain are packaged in this first-of-its-kind container.

Tall and designed to fit comfortably in consumers’ hands, the gently rounded corners of the package allow vibrant graphics to flow seamlessly around the container. It also features a hinged plastic overcap for easy pouring and reclosability, another first on the cereal aisle. And when consumers open the package, instead of a hard-to-open bag, they find a tabbed membrane that easily peels away from the top of the container with a just a gentle tug.

A Different Package, A Different Experience
Target differentiates its brands from competitors using distinctive packaging. The Archer Farms Linearpak container expands this successful strategy by providing consumers with a unique presentation and value-adding features. With its unique shape and crisp flexo-printed labels, the Archer Farms Linearpak container clearly communicates the premium nature of the product inside. Also, its custom-designed polypropylene overcap includes a patent-pending hinge feature for easy pouring, and the overcap hugs the rim of the container to keep cereal fresh after the package has been opened.

Sonoco began work to develop the package after Target asked the Company for a newly designed cereal package to address consumers’ complaints about traditional cereal containers. Those complaints, as outlined in a 2006 Consumer Reports study, indicated that consumers didn’t like opening the bag inside cereal boxes because cereal frequently ended up everywhere but in their bowl. They also didn’t like the fact that the bags couldn’t be securely closed, resulting in stale cereal.
Charles Sullivan, executive vice president of Sonoco’s Consumer division, said Sonoco’s work with Target is an example of the Company’s unique ability to offer its customers total solutions packaging services. For the Archer Farms container, he points out that Sonoco is supplying the Linearpak container, peelable membrane closure and plastic overcap.

“We felt certain we could meet Target’s expectations because our total solutions approach allows us to offer customers a full range of packaging supply chain products and services,” he explained. “In the case of the Archer Farm cereal container, we were able to successfully design, test and produce a complete custom package from start to finish. That's a unique advantage we have over most packaging companies.”

About Target
Minneapolis-based Target Corporation’s operations include large, general merchandise and food discount stores with a fully integrated online business through which it offers a fun and convenient shopping experience with thousands of highly differentiated and affordably priced items. The company currently operates 1,613 Target stores in 47 states. Target Corporation news releases are available at www.target.com.

About Sonoco
Founded in 1899, Sonoco is a $4.0 billion global manufacturer of industrial and consumer products and provider of packaging services, with more than 300 operations in 35 countries, serving customers in some 85 nations. For more information the Company, go to our Web site at http://www.sonoco.com

For more information, contact Robin Montgomery, 843-383-7509, robin.montgomery@sonoco.com
Exopack honored by FPA for Technical Achievement

Exopack, an established leader in the development and manufacture of a variety of paper and plastic flexible packaging solutions, has been awarded a Silver Achievement Award for Technical Innovation from the Flexible Packaging Association for the flexo-printed Diamond Crystal® Jiffy Melt® bag they recently developed for Cargill Salt.

The Diamond Crystal Jiffy Melt bag incorporates a patent-pending air-evacuation valve from Avery Dennison, which allows for the escape of entrapped air. This provides ease with filling, bag stacking and palletizing large format bags. The valve system eliminates the need for perforations and reduces the possibility of direct water contact compromising the contents of the package.

Avery Dennison and Exopack worked closely together on this project to ensure its success. The Avery Dennison air evacuation label was specially engineered to provide certainty that the contents within the package were not compromised in the event of direct water contact with the bag. Exopack perfected the application of the venting label valve technology, which required precise registered hole punch and pressure sensitive label application equipment in order to properly register the label with existing print copy on the bag.

Exopack also added high-end graphics and UV coatings, as well as a reinforced die-cut handle, to enhance the package’s consumer-appeal and allow for protection if stored outdoors.

“The final result of this collaboration between Exopack and Avery Dennison is a technically superior package for filling and palletizing, with nearly transparent disruption of the graphic appeal necessary for retail store commercialization,” said Rod Reeves, Exopack’s technical lead for the project.

“We have been working with Exopack since 2006. They have been a terrific group to work with, both energetic and innovative. The Icemelter bag project was a great example of our teams working together to address an unmet customer need,” added Bill Hartman, Director of Business Development for Avery Dennison, Industrial and Automotive Products Division.
In a statement from Cargill, the development team, “did an outstanding job on a project designed to help us better support our growing blended ice melter business. The team worked with Cargill to identify all factors that affected bag durability, graphics quality and storage longevity. Then, they came forward with lamination and valve technology that helped us to significantly increase the shelf life of our bag, as well as offer full color on a package that proved to be much more consumer friendly at the shelf.”

“The Cargill team continues to value our Exopack partners for their creativity, technical acumen and dedication to our business,” said Cargill Spokesperson Kari Goldsmith.

About Avery Dennison
Avery Dennison is a recognized industry leader that develops innovative identification and decorative solutions for businesses and consumers worldwide. The Company’s products include pressure-sensitive labeling materials; graphics imaging media; retail apparel ticketing and branding systems; RFID inlays and tags; office products; specialty tapes; and a variety of specialized labels for automotive, industrial and durable goods applications. A FORTUNE 500 Company with sales of $6.7 billion in 2008, Avery Dennison is based in Pasadena, California and employs more than 36,000 employees in over 60 countries. For more information, visit www.averydennison.com.

About Exopack
With 18 production facilities strategically positioned across North America and the United Kingdom, as well as a global network of alliance partners, Exopack is an established leader in the development, manufacture and sourcing of paper and plastic flexible packaging solutions and film coatings for a variety of consumer and industrial applications. Exopack is an affiliated portfolio company of Sun Capital Partners, Inc.
“Strong and Safe” Product Line Launches With a Free Gift Pack

Bellport, N.Y. -- Environmentally conscious flexographic ink-removing company FlexoCleaners.com launches its most powerful product line, “Strong and Safe,” with a free introductory five-product sample gift pack. The “Strong and Safe” product line is increasingly becoming the favorite in many of the largest flexographic facilities worldwide. It has been proven to improve printing efficiency and reduce replacement purchase costs, all while promoting a healthy and safe working environment.

“The results that can be experienced from using ‘Strong and Safe’ products represent over 30 years of research,” says FlexoCleaners.com President Joseph Ialacci. “Anyone looking to improve the efficiency, cleanliness and safety of their pressroom can now do so before spending a dime,” adds Ialacci.

This attractively arranged sample gift pack includes the five most popular “Strong and Safe” products:

• Strong & Safe Anilox Roll & Ink Cleaner
• Strong & Safe Ani-Gel Anilox Roll Cleaning Gel
• Ink-Eater, Ink Cleaner and Degreaser
• Safety Clean Plate Cleaner
• Strong & Safe Hand Cleaner

Each of the five products contained in the sample gift pack are specifically formulated with environmental safety in mind, substituting high-VOC, caustic solvents with safer, organic, raw materials.

This change to a more environmentally friendly product line has maximized performance while increasing customer satisfaction. With this package, printers are now armed with a complete solution to attack and clean any and every type of flexographic ink from anywhere in the pressroom. With this kit, printers have top-performing products for daily and periodic ink cleaning of anilox rolls, a powerful cleaning agent that attacks any decade-old, stubborn ink like a starving lion, a safe and effective photopolymer plate cleaner, and the most convenient hand cleaner and moisturizer.

This complete ink cleaning system will ultimately bring all flexo press parts back to a like-new condition and leave printers with fresh-smelling, clean and smooth hands.

“With products such as these, we are hoping to make positive improvements in the cleanliness and efficiency of pressrooms, while allowing printers to make less of an impact on the environment,” says Ialacci. A FREE Flexographic Ink Cleaning Sample Gift Pack can be requested at www.flexocleaners.com/samplerequest.asp

Established in 1973, FlexoCleaners.com is a leading manufacturer of environmentally friendly, chemically superior flexographic ink cleaners. FlexoCleaners.com has been helping Flexographic printers lower their VOC emissions and become environmentally compliant through safer cleaning products and free VOC consultations.

FlexoCleaners.com is a socially responsible organization and contributes a portion of every sale to environmental charities, such as 1% for the Planet, Co-Op America and Union of Concerned Scientists. They have recently received recognition from the EPA as a Partner in the Design for the Environment Program’s Safer Detergents Stewardship Initiative (SDSI).

You can find the industry’s largest selection of ink cleaners at their fast, secure Website: www.flexocleaners.com The FlexoCleaners.com site is packed with helpful Flexo resources, time-saving tools and educational, environmentally-based articles. You can also call them directly at their easy-to-remember, toll-free number 1-888- FlexoCleaners (888-353-9625) or outside the USA at 631-345-5222.

Source: Flexocleaners.com press release
What is print? It’s how we communicate. How enterprises are enabled and individuals influenced. Here, there, and everywhere. Kodak provides answers for a dynamic, diverse marketplace. Kodak solutions are here. **Print is powerful.**

Visit kodak.com/go/packaging
HARPER GRAPHICSOLUTIONS™ ANNOUNCES SPRING SLEEVE SEMINAR

Complimentary, day-long educational session this month in Charlotte, N.C.

Charlotte, N.C., March 30, 2009 – Building on the momentum they triggered last year with a new educational seminar exclusively about anilox sleeves, the team at Harper Graphicsolutions™, the technical service division of global anilox supplier Harper Corporation of America, is pleased to announce that the first 2009 Sleeve Seminar will take place on Thursday, April 16th, at Harper Corporation’s headquarters in Charlotte. The session is FREE OF CHARGE for all participants, and companies are encouraged to send as many representatives as they would like.

In their typical entertaining yet informative style, the technical service professionals of Harper Corporation will review basic sleeve construction, and how it differs from that of conventional journaled anilox rollers. They will go on to cover the specifics of proper sleeve handling, storage and cleaning, and review photos of damaged and destroyed sleeves, with a focus on how to avoid such damage. Because sleeves are easily mounted and changed, the impact of cumulative total indicator readings (TIR) between the press mandrel and anilox sleeve will be explained and demonstrated. The re-engravability differences between rolls and sleeves also will be examined in detail.

According to Harper Technical Account Manager Alan Rogers, “There’s a need for training on anilox sleeves because the care and maintenance of sleeved rolls is much different from journaled anilox rollers. The majority of new wide-web presses and a growing number of narrow and mid-web presses installed today are sleeved presses, so if customers are going to get the best return on their investments, it’s critical that they are fully informed about sleeve construction and care.”

So who should attend? Harper recommends this free session for printers and converters who are using or are planning to use anilox sleeves. More specifically, for their Print Managers; Print Supervisors; Pre-Press Managers; Graphic Designers; Press Operators; Purchasing and/or General Managers; and ink, plate and other flexo suppliers; OEMs; and press suppliers. Seating is limited, so potential participants are encouraged to register quickly.

For additional information or to register for the complimentary seminar, please contact Jazmin Kluttz at 704.588.3371 or jkluttz@harperimage.com.

Source: Harper Corporation Press

Kodak

4000dpi - Is it really revolutionary for flexo?

After reading Esko’s “revolutionary” press release dated March 25 we did a fair bit of head scratching, and while it is not our normal style to comment on our competitors’ press releases, we just had to respond with a couple of simple questions. So what is really new, and how can something that is not new be revolutionary?

So how is 4000dpi laser imaging and hybrid screening revolutionary for flexo? Hybrid screening has been in use for many years and there are lasers that are used for imaging flexo at 9600 and 12400 dpi.
Matching offset with flexo
Well that’s nothing new either. The Kodak Flexcel NX System has been doing that for the last 18 months with a 2400dpi Squarespot imaging device. It achieves 1:1 image transfer from the digital file to the plate from 10 microns up to 300lpi using AM, hybrid and FM screening, the same as they use in offset.

And about square pixels in the data file and a round laser beam, even John’s three year old Lilly knows that the round block does not fit properly in the square hole. This means that a 1:1 digital pixel to dot on plate can never be achieved with a round laser beam.

Irrespective of this “revolution” in resolution and screening technology (which as we said before is really nothing new) the fact that it is applied to traditional digital black mask flexo plates still remains, resulting in oxygen inhibition and rounded bullet shaped dots. These rounded bullet shaped dots are clearly accepted by some of the statements in the press release as causing variation in the press room, delays in press set up, reduced plate life and production inconsistency. This means that the plate is a major cause for variation in existing digital black mask flexo plate systems (here at Kodak we have been saying that for more than a year). The new imaging and screening does not change the profile of the printing dots, so how can it significantly affect their performance on press? High resolution and hybrid screening can certainly help your highlight and fine line performance; we have technology to do this too. Keeping the rounded dots there and keeping them consistent in real world production is the challenge, and only a flat top dot can enable the stability and wide impression latitude that we all desire for true consistency - it is simple physics 101!

Lilly also loves to draw with an ultrafine pencil, which is comparable to small dots, but even Lilly knows that coloring in the shapes in her coloring book takes a long time with such a fine pencil. It is just lucky that as a Flexo industry we don’t need to do large solid areas on our plates, otherwise that could slow imaging down greatly.

ESKO claims that more than 90% of all digital flexo plates and sleeves are imaged on CDI imagers. We know this is not true. Kodak is a major supplier of flexo imaging devices and unless none of our customers are actually using their Thermoflex and Trendsetter NX devices to image flexo plates, then the statement must be false. I have actually vis-
ited and seen them working in trade shops and printers all around the world. When you see clearly overstated claims like this in a press release it makes you start to question all of the other claims.

Their sustainability statements are a little questionable too. Once again others seem to be hung up primarily in the solvent vs thermal debate instead of looking at the big picture, where industry data indicates that the greatest environmental impact that can be affected by flexo plate choice is in print production. So it’s clear that the flexo plate should be chosen to reduce the actual number of plates used, optimize productivity and minimize waste in the pressroom.

Esko’s statements throughout the press release indicate that the current digital black mask flexo plate system has a whole series of issues that need addressing - issues that have a serious effect on production performance, resulting in higher levels of waste. It’s hard to see how just smoothing the dot edge of a round top dot will have the significant effect that they claim in all but the exceptional cases.

Wide impression latitude, significantly extended plate life and consistency are key parameters in minimizing this environmental impact. Sort these issues out and you really start to see the environmental benefits. The improved predictability, reliability and consistency that Kodak’s plates deliver, with their 1:1 image reproduction and flat top dots, enable printers to achieve significantly improved waste reduction in production.

The Flexcel NX plate system was built for superior press performance, addressing many of the significant weaknesses of traditional digital flexo. The inherent weaknesses of digital flexo just can not be overcome with 4000 dpi imaging and hybrid screening alone, although they can do a nice job of masking some of the issues!

At best Esko’s step forward is evolutionary for them..... it’s certainly not revolutionary for flexo!

This post was co-written by Emma Schlotthauer, Global Current Marketing for Flexo at Eastman Kodak.

Source: Kodak Press Release

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EskoArtwork revolutionizes flexo printing with HD Flexo

Gent (Belgium), March 25, 2009 – In order for the quality of flexo printing to rival offset, the flexo platemaker needs to use the combination of high-resolution optics along with an exceptional screening technology. EskoArtwork, the world leader in digital imaging of flexo plates and sleeves is revolutionizing flexo platemaking with the introduction of HD Flexo, a system that combines 4000 dpi HD optics along with unique screening technologies to take advantage of sharper and more accurate imaging. This technology will be available on new Cyrel Digital Imagers (CDI) and can be upgraded on all existing CDI systems. The solution is being introduced during Grafitalia, March 24-28, in Milan.

“EskoArtwork has driven developments in digital flexographic imaging technology since 1995. In fact, more than 90% of all digital flexo plates and sleeves are imaged on CDIs,” explains Jürgen Andresen, EskoArtwork Vice Presi--
Sustainable advantages

HD Flexo brings some significant sustainability benefits as well. With HD Flexo direct digital platemaking, there is no manual lamination plate. Thus, there is no film to dispose of once the plates have been imaged. And because HD Flexo technology will work with thermal plate processing, there is no need for solvents that could be environmentally damaging. Printers who work with plates generated from HD Flexo typically reduce makeready sheets required to get to acceptable color by 66%—resulting in much less waste.

Exceptional plates deliver outstanding printing

With HD Flexo, printers can reproduce the full tonal range of offset, while maintaining easy set-up and implementation. Without the need to edit images in prepress—such as retouching tints in an image file—the solution itself saves time and money. Meanwhile, the plates produced with HD Flexo deliver consistent print quality compared to conventional plates and can be used in longer press runs, resulting in better press uptime.

The flexo converter will notice many significant advantages to HD Flexo. The sharp detail in plates will produce high quality text and line art. With an exceptional dot structure and extraordinary screening, tints are smoother and easier to print. Meanwhile, there is a smooth vignette transition throughout the highlights to ‘zero’ and a high contrast in highlights and shadows without visible, hard edges. Investing in high quality HD Flexo makes it possible for the printer to invest in a flexo press that is 1/3 the capital cost of an offset press, while producing 1/3 of the material waste.

“HD Flexo is the next big step in flexo,” comments Andersen. “It makes life easy for brand owners and print buyers without compromising quality. It also makes life easy for trade shops and converters because it can be applied on a wide variety of digital plates—all without compromise in quality. It does not require a significant capital equipment investment; just an upgrade of existing, installed equipment. Trade shops or converters active in label printing or flexo printing will benefit from HD Flexo because, with a safe, high quality process, they can compete with offset or other printing techniques without losing quality or having to adapt prepress specifically for the process. For that reason, HD Flexo should be considered a cost saving requirement for converters - not a luxury.”
HD Flexo is available as of April 1st, 2009. It is completely field upgradeable for any existing EskoArtwork CDI customer.

About EskoArtwork

EskoArtwork is a global supplier and integrator of innovative solutions for packaging, commercial printing, sign and display finishing and professional publishing. Its products and services help customers raise productivity, reduce time-to-market, lower costs and expand business. EskoArtwork is the worldwide market leader with pre-production and collaboration software for packaging buyers, designers and manufacturers. The CDI flexo computer-to-plate imagers, Kongsberg short-run converting and signage finishing systems complete the portfolio for the packaging, label, signage and display industries. The company also provides a range of workflow solutions for the commercial printing and publishing market, as well as the Enfocus suite of PDF tools for graphic designers and print production professionals. EskoArtwork employs around 900 people worldwide. Its global sales and support organization covers Europe, the Americas, Asia Pacific and Japan, and is completed by a network of distribution partners in more than 40 countries. EskoArtwork is headquartered in Gent, Belgium, and has R&D and manufacturing facilities in 5 European countries, the United States and in India. The consolidated full year revenue for 2007 amounted to EUR 170 million, with an EBITDA of EUR 30 million.

For more information, visit www.esko.com

Source: EskoArtwork Press Release

Harper Corporation of America is a flexo vanguard, recognized universally for its uniquely high product quality, as well as its leadership in advancing the industry’s technology for more than 30 years.

Harper Corporation Exhibits at PLGA

Charlotte, N.C., March 25, 2009 – Global anilox supplier Harper Corporation of America is a flexo vanguard, recognized universally for its uniquely high product quality, as well as its leadership in advancing the industry’s technology for more than 30 years.

However, it is not the flexo industry alone that can benefit from Harper’s superior technology, according to Alexander James, Technical Graphics Manager at Harper GraphicSolutions™, and Tony Donato, Product Development Engineer at Harper Corporation. For instance, gravure printers can use specially prepared and polished anilox rollers as gravure cylinders to apply tints, primers, over varnishes, coatings and in the laminating process. Harper now offers an XDI line of graphically prepared image cylinders laser engraved in ceramic.

This month, Mr. James and Mr. Donato represented Harper at PLGA Global, the Packaging and Label Gravure Association’s Global Operational Conference in Miami, Fla.

“We displayed examples of our laser engravings that are absolutely ideal for direct gravure printing,” said Donato. “Our display sleeve has three different families of laser engraving in our ceramic: The XLT 60 Degree engravings, which are used in gravure applications for solid, continuous color or background printing; An XLT 30 Degree channel roll that is terrific for whites and high viscosity inks;...
The XDI Extreme Digital Image engraving, which is excellent for patterns, product gravure “images” and/or one- and two-color gravure printing; And the LaserKote engravings for gravure overcoats in varnish and UV.

“The XDI engravings can be created from digital halftone files, digital patterns or logos,” added James. “Harper’s expertise in ceramic application, laser engraving and post-engraving finishing is what allows us to produce ‘ceramic’ gravure cylinders.” He continued, “Our ceramic will outlast a conventional chrome roller by as much as 10 times! In this economy, that ROI is really appreciated.”

The Harper tabletop exhibit also included information about HarperScientific™ cleaners and pressroom supplies appropriate for gravure.

For more information about gravure applications for Harper Corporation’s exceptionally high-quality products, please contact Jazmin Kluttz at jkluttz@harperimage.com or 704-588-3371.

Source: Harper Corporation Press
change of data between PRINERGY Workflow Systems and management information systems (MIS) using the JDF open standard. Business Link allows users to automate time-consuming job setup tasks and provides accurate, real-time information about a job, reducing guesswork, enabling greater profitability, and allowing users to be more responsive to customer demands.

The KODAK Data Management Solution with ISILON IQ Technology is a high-performance clustered storage solution that allows printers to access and share current and archived files quickly and easily. With this solution, printers can eliminate disparate silos of information, improve system performance and completely automate the digital production workflow.

The ENGVIEW Package Designer Software is an advanced production computer-aided design system that includes a computer-aided manufacturing module to drive cutting tables to produce accurate cut and scores.

Colortree, established in 1987, operates in a modern 100,000+ sq ft climate-controlled, secure facility situated on 11 acres near Richmond, Virginia in Henrico County. Facility design and infrastructure supports all business processes including administrative, sales/CRM, prepress, printing, cutting, folding, warehouse and distribution. Key paper, ink and print vendors are located on site in support of Colortree’s 24/7 manufacturing operation.

KODAK Products are backed by KODAK Service and Support. KODAK Service and Support is made up of more than 3,000 professionals reaching more than 120 countries. It is a leading multi vendor integrated services provider, delivering consulting, installation, maintenance and support services for the commercial printing, graphic communications, document imaging and data storage industries. KODAK Service and Support professionals are uniquely qualified to provide services that control costs, maximize productivity, and minimize business risk.

About Colortree
Colortree specializes in High Definition Envelopes – sheetfed four color process, die-cut and fold envelopes featuring brilliant colors and evocative images with NO minimum order quantity. Established in 1988, Colortree is located in Richmond, Virginia and produces over a billion envelopes per year. Colortree has achieved Chain-of-Custody Certification to the Forestry Stewardship Council (FSC) and Sustainable Forestry Initiative (SFI). For more information, visit www.colortree.com.

About Kodak
As the world’s foremost imaging innovator, Kodak helps consumers, businesses, and creative professionals unleash the power of pictures and printing to enrich their lives. To learn more, visit www.kodak.com, and our blogs: 1000words.kodak.com, and 1000nerds.kodak.com.
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fill out the form below and mail it to:
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☐ consumer product companies
☐ educational institutions
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☐ graphic design services
☐ inks, pigments, coatings
☐ mounting tapes
☐ packaging printer/converters
☐ plate manufacturers
☐ prepress services
☐ prepress software
☐ press manufacturers
☐ product/speciality printers
☐ quality inspection equipment
☐ substrate supplier
☐ supplies & services
☐ testing equipment manufacturer
☐ transportation
☐ workflow management

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they are clean and properly maintained. Chamber Wrap insures holders stay clean for the longest possible time. Clean holders mean more trouble-free production. Our customers also like the fact that they can keep blade holders clean without the use of solvent and other washup chemicals saving money and the environmental impact.”

Chamber Wrap marks the second innovation awarded a United States patent being manufactured by The Provident Group (US Patent 6,796,231). The first was the highly successful foam seal attached to the doctor blade which is marketed as the Rx Doctor Blade. “We are always working on unique solutions for printing problems” adds Allen. “Many companies offer doctor blades that do a good job doctoring ink, we strive to deliver doctor blades that do more”

Chamber Wrap and Rx Doctor Blades with the foam seal are manufactured exclusively by The Provident Group located in Concord, New Hampshire. Hundreds of customers around the world have benefited from the unique doctor blade solutions provided by Provident.

For further information contact:

David S. Allen, Director, Sales & Marketing
The Provident Group
15 Pleasant Street, Suite 7
Concord, NH 03301
Phone (603) 230-9680
Fax (603) 230-9416

Source: Troika Press Release

RYAN SHARKEY JOINS FLXON INC.

MARCH 20, 2009, CHARLOTTE, NC — FLXON Inc is pleased to announce the addition of Ryan Sharkey to its staff.

Mr. Sharkey earned degrees in Chemical Engineering and Pulp and Paper Engineering from NC State University in 2005. He has since held industry related positions as an Applications Engineer and District Sales Engineer with Naperville, IL based NALCO. He will assume responsibility for customer services in the newly
created position of Supply Chain Manager. This added position reflects increasing industry demand for SWEDCUT® premium doctor blades and for the G2™ INK MAGAMENT SYSTEMS which are proven to increase printer’s productivity and net profit.

For more information or to learn if G2™ SYSTEMS can save you money, contact us at info@flxon.com or visit FLXON at www.flxon.com. Mr. Sharkey can be contacted at 800.756.6474 ex 105.

Source: FLXON Press Release

FIRST STOP, ROCHESTER! - Harper Flexographic Solutions Tour™ Swings into RIT on April 15

Charlotte, N.C., March 13, 2009 – Harper GraphicSolutions™, the technical service division of global anilox supplier Harper Corporation, is pleased to announce that the first stop on its 2009 Harper Flexographic Solutions Tour™ is the Rochester Institute of Technology.

On Wednesday, April 15, six co-suppliers will join the Harper GraphicSolutions team for the FREE, day-long trouble-shooting seminar. Representatives from Water Ink Technology, FlexoWash, KODAK, ACTEGA Radcure, Inc., the Flexographic Technological Association and AVT, are slated present with Harper’s experts on the following topics*:

- Anilox Inventory - Balanced and Fair
- UV Coatings, Adhesives & Specialty Inks
- G7 for Flexography: Opportunities and Challenges
- Anilox Standardization and Color Consistency
- Inspection Technology
- Question and Answer Session

The seminar will take place on the second floor of the CIMS Building at 66 Lomb Memorial Drive on the Rochester Institute of Technology campus.

Sessions are designed for print managers; print supervisors; operators; pre-press managers; graphic designers; ink, plate and pre-press suppliers; and purchasing and/or general managers. Businesses in the region are cordially invited to send an unlimited number of staff members at no charge. Early registration is recommended due to limited seating. A complimentary lunch will be provided by Harper Corporation and the co-suppliers listed above.

To register, please contact Jazmin Kluttz at jkluttz@harperimage.com.

* Please note that presenters and topics may be subject to change

Source: Harper Corporation Press Release

MARK ANDY PARTNERS WITH HARPER

Aftermarket Program Features Harper Products

Charlotte, N.C., March 11, 2009 – Global anilox supplier Harper Corporation of America is proud to announce that Mark Andy Inc. will now carry Harper’s Platinum® XLT™ anilox rolls as its anilox product for MAX, the company’s aftermarket service and support program – which is the largest OEM service and support provider in the industry. Through this partnership, Mark Andy will distribute Harper anilox rolls to Comco and Mark Andy press users worldwide.

“We’re gratified that Mark Andy chose to work with Harper Corporation for this partnership,” said Margaret Harper Kluttz, president of Harper Corporation of America. “Mark Andy Inc. is an industry leader renowned for its premium quality. It’s quite a tribute that this leading manufacturer chooses to offer its customers Harper products.”

“Partnering with the world’s leading innovator in anilox roll
production and restoration allows us to provide our customers with the best quality available – which is always our objective,” affirmed Adam Baer, vice president of customer support, Mark Andy Inc.

All Platinum® XLT™ anilox rolls are fully backed by Harper’s Print Performance Guarantee, which assures customers of a superb product that will improve print quality and overall profitability. This guarantee combined with the MAX commitment to customer service results in the highest quality product and service from two of the finest names in the flexo industry.

For more information, please contact Jazmin Kluttz at jkluttz@harperimage.com or 704-588-3371.

Source: Harper Corporation Press Release

BrailleCAM: Accurate Measurement for Braille Dots

March 2009 — Troika Systems Limited, Highworth, a UK company at the forefront of innovative development for print-based quality control products, has announced the release of BrailleCAM, a device designed to accurately measure Braille dots.

The BrailleCAM project started following discussions with packaging equipment specialist Chesapeake Packaging Systems. Part of EU legislation already requires the incorporation of Braille information on all new drug packaging, and proposed directives will include detailed specifications for the height of the Braille dot.

“Measurement of Braille dot height is an important issue to producers of packaging for consumer products, and their customers,” said Andrew Degnan, Head of Packaging Systems at Chesapeake. “Our customers need to ensure that we, and other suppliers, are providing Braille images that comply with the directive. The current technology to measure Braille is limited – typically in the form of a micrometer. Naturally, such rudimentary technology has measurement limitations that require a large number of samples to provide the confidence levels required. BrailleCAM, based on Troika’s technology for measuring the dot on a flexographic plate, is a far more sophisticated tool. It is both precise and consistent, and provides an array of further information to fine tune the Braille process. At last we have a technique that gives the appropriate level of confidence, and as a result will minimise inspection time.”

Following the first public showing of BrailleCAM on the Chesapeake Packaging Systems stand at the recent Packtech (easyFairs) exhibition at the NEC, Andrew Degnan added: “BrailleCAM provides clear 3D images of the Braille dot and tooling. It provides the dot height, profile plot, alignment, symmetry and diameter. Meeting the proposed EU directives on Braille height just became a scientific process.”

The exhibition offered pharmaceutical companies the opportunity to see BrailleCAM in action, and the reception was very enthusiastic, with major players already showing considerable interest.

BrailleCAM is a hand held, portable camera specifically designed to measure and view Braille dots with unrivalled precision and clarity. The camera utilises a PC link in order to show 3D images of a dot using colour representation, allowing the user to view dot form and inspect for surface cracking. The system also provides the tools necessary for highly detailed measurement and recording of dot values. BrailleCAM can measure male and female embossing tools as well as final output.

When measuring finished product, the auto-focus feature of the camera automatically finds the top surface. It then takes a series of images, each with a different focus depth, down to the ground level of the substrate. Software removes all un-sharp parts of each image and combines the levels into a rendered 3D grid model. This can be analysed via the PC and rotated in any direction.
Phil Hall, Managing Director of Troika Systems, added: “Following our initial discussions with Chesapeake, we could clearly understand the need in the market, and were easily able to see how our existing technology could be adapted to provide pharmaceutical packaging specialists with the detailed information that they needed regarding the Braille dot. Compared to a 1% dot on a flexo plate, these dots are large!

“The product is already generating significant interest among the pharmaceutical companies themselves, as well as the packaging producers. The pharmaceutical sector is the first and obvious outlet for BrailleCAM due to the demand for standards and accuracy within the industry. However, with the ability to measure the embossing tools prior to long run production, we are also looking at opportunities in a wide variety of other markets where a similar profile inspection and measurement technology will offer an advantage.”

For further information on Troika Systems quality control products visit www.providentgrp.com or www.troika-systems.com or contact Dave Allen of The Provident Group at 603-230-9680.

Source: Troika Press Release

EskoArtwork presents new products for packaging, commercial print and sign & display productivity at Grafitalia 09

Gent (Belgium), March 2009 – At Grafitalia, March 24-28 in Milan, Italy, EskoArtwork, along with its distributor partner B+B Group, will present new products that further extend productivity and efficiencies to help printers and converters of all sizes in flexo printing, packaging, commercial printing and sign & display. These include the world-wide introduction of HD Flexo, a new technology that will revolutionize digital flexo by offering imaging that delivers high quality along with ease of use, and the Italian debuts of the new Kongsberg XP series of digital cutting tables and the Cyrel Digital Imager (CDI) Auto. “Italy is the second largest flexo printing market in Europe, which makes it very important to EskoArtwork. Also, it is the home of exceptional commercial printers,” comments Armand Gougay, EskoArtwork Vice President Emeala. “EskoArtwork remains committed to supporting our customers with products that help them save time and money. Our offerings excel in quality management, automation and productivity and in these challenging times customers are seeking solutions that drive efficiency and keep them competitive. Grafitalia presents the perfect platform to make that happen.”

Present at the EskoArtwork booth will be the company’s distributor, B+B Group, who will be presenting Packway, their smart software console for MIS operation. B+B Group has high expectations for the show. “We have been active for 15 years in the converting, packaging and finishing markets,” remarks Luciano Bortolini, President of B+B Group. “We have combined the distribution of EskoArtwork products with our own software products to help converters build the packaging supply chain. We understand, more than ever, our customers need us to be there and help with their challenges. We are offering our customers the services as a technological partner to help them approach these challenging times”.

New in Digital flexo: HD Flexo Technology
Grafitalia marks the worldwide introduction of HD Flexo Technology—4000 dpi optics along with unique screening technology to take advantage of the sharper and more accurate imaging. This breakthrough, which can be upgraded on all EskoArtwork CDI systems will enable to rival offset in terms of print quality.

New CDI Spark 4260 Auto: Complete flexo imaging and processing
Flexo platemaking no longer needs to be a multi-step process. For the first time since drupa, EskoArtwork will be demonstrating the new CDI Spark 4260 Auto—a real plate-making factory—featuring automated plate loading, imaging, and unloading in combination with an integrated Inline UV Main Exposure and Back Exposure unit. The CDI Spark 4260 Auto can process three full-size digital
flexo plates at once, while meeting the high quality demands of flexible packaging and folding carton markets. The CDI Spark 4260 Auto can image a full size 42” x 60” / 1067 x 1524 mm plate of any thickness in just 12 minutes.

New Kongsberg XP dieless cutting table
At Grafitalia also the new Kongsberg XP series of digital cutting tables is demonstrated live. Positioned as true production machines, they are targeted at corrugated packing companies and manufacturers of POP and permanent in-store product displays that need a fast and highly reliable solution for short run production. The Kongsberg XP series digital cutting machines are the first to be specifically designed to operate continuously in a 24/7 production environment. They have been designed to endure the continuous, high-speed manufacture of products made from the most demanding packaging and display materials. “With the new XP tables, production capacity can be increased as much as twice of what is available on any currently available machine. And, the Kongsberg XP is specially designed to handle the combination of corrugated board and other rigid materials used for packaging, POP products and product displays,” explains Tom Erik Naess, EskoArtwork CAM Product Manager.

Expertise in packaging
For brand owners, converters and trade shops who visit the booth, EskoArtwork will demonstrate all of the software it is noted for: package design, prepress, workflow automation and integration, output control, collaboration and approval. This includes an updated BackStage featuring a new ‘Products’ tool that brings basic asset management to the print production room; and the new BackStage Viewer, combining different use cases and an extensive set of file formats, for both Mac and Windows clients.

The Digital Flexo Suite can deliver complete automation of flexo plate production. The collection of plate making software offers significant cost savings through automated flexo plate optimization by nesting jobs on a single plate, and is particularly productive when used along with a CDI flexo plate setter and a Kongsberg cutting table.

The updated version 9.0 of ArtPro is seamlessly integrated into the EskoArtwork solution portfolio, reading and writing native Esko Normalized PDF files and supporting the ArtiosCAD native format. This means that ArtPro can easily work with all EskoArtwork viewing applications.

Studio, introduced at drupa, puts interactive 3D packaging creation in the hands of designers, showing how artwork is applied instantly on packaging. Studio reduces the number of mock-ups needed in the process, spots design errors faster and takes away the guesswork from 2D flats, thus reducing costs.

ArtPro also interoperates with Visualizer, which takes label or package graphics, adds information about substrates, special inks and finishes, and delivers a variety of realistic moving, interactive 2D and 3D representations of the final product, placing it in a retail surrounding of choice.

Solutions to make commercial print more productive
EskoArtwork has built complete, high quality automated workflow solutions for commercial printers throughout the world. There is a reason. Some of the company’s specific applications are without peer. Neo, EskoArtwork’s award-winning, highly productive stand-alone PDF editor, gives the operator increased productivity and tools for editing and correction of multi-page PDF’s. FastImpose tools utilize EskoArtwork’s legacy of imposition expertise. It includes quality control tools that reduce operator errors and locate mistakes before they make it to press. ImposeProof! Is a patented tool allowing imposition proofing on duplex office printers. WebCenter is a full-featured, on-line approval and project management system. In real-time, users can collaborate, page list view, approve jobs and check impositions. WebCenter increases efficiency and eliminates wasted effort. Concentric Screening is EskoArtwork’s award-winning revolutionary halftone dot technology for offset printing that divides the conventional round dot into thin concentric rings. This limits ink buildup on plate, providing greater latitude on press. Images are sharper and a wider color gamut is achieved. Not only does it improve quality—it also results in significant ink savings.

B+B International presents Packway and ArtiosCAD
B+B International will showcase Packway, the smart software console for converters’ MIS operations, developed by its sister company B+B Informatica. Packway is an interactive system, the result of B+B International’s expertise in converting and software research. It’s an effective management tool with an easy to use interface to help the operator manage it faster. With Packway, estimate preparation
becomes a simple task, because it helps the operator find information and check possible mistakes. If assistance is required, the Packway Console provides direct connection through the Internet to B+B engineers, who can assist with remote control and service.

B+B is also demonstrating ArtiosCAD, the world’s most popular structural design software for packaging design. Version 7.4 has new design geometry and file integration features. It can extract vector geometry data from PDF files and automatically create ARD structure files, while 3D solids with edges can be optimized when rotated.

**Other EskoArtwork partnerships on display**

Other EskoArtwork partners will be displaying significant solutions with EskoArtwork and other stands during Grafitalia.

- Edigit International (EskoArtwork stand and Hall 11, Stands I21, K20): Edigit will be demonstrating the integration of its MIS software communicating via JDF to a BackStage commercial print workflow, both on the EskoArtwork’s and Edigit’s stands.

- Vennegraf (Hall 14, Stands C17, D08): In the same hall as EskoArtwork, Vennegraf, an EskoArtwork reseller of commercial printing solutions in Italy, will have a dedicated pod demonstrating a complete digital solution of Odystar, Neo, FastImpose, ImposeProof and FlexProof PS driving a Minolta laser printer.

PDA (Hall 7, Stand B87): A daily, live demonstration of winning PDA Design & Sustainability contest files will be presented by EskoArtwork on the PDA stand. The artwork of Soya and alcoholic drinks will be displayed using Esko Visualizer.

**About EskoArtwork**

EskoArtwork is a global supplier and integrator of innovative solutions for packaging, commercial printing, sign and display finishing and professional publishing. Its products and services help customers raise productivity, reduce time-to-market, lower costs and expand business. EskoArtwork is the worldwide market leader with pre-production and collaboration software for packaging buyers, designers and manufacturers. The CDI flexo computer-to-plate imagers, Kongsberg short-run converting and signage finishing systems complete the portfolio for the packaging, label, signage and display industries. The company also provides a range of workflow solutions for the commercial printing and publishing market, as well as the Enfocus suite of PDF tools for graphic designers and print production professionals. EskoArtwork employs around 900 people worldwide. Its global sales and support organization covers Europe, the Americas, Asia Pacific and Japan, and is completed by a network of distribution partners in more than 40 countries. EskoArtwork is headquartered in Gent, Belgium, and has R&D and manufacturing facilities in 5 European countries, the United States and in India. The consolidated full year revenue for 2007 amounted to EUR 170 million, with an EBITDA of EUR 30 million.

For more information, visit [www.esko.com](http://www.esko.com)

**Source:** EskoArtwork Press Release
Basic Flexographic Seminars

December 8-11, 2008
February 2-5, 2009 | May 4-7, 2009 | August 24-27, 2009 | December 7-10, 2009

This 3-1/2 day seminar provides the basic information necessary for the production of quality flexographic printing. Instruction includes lectures, demonstrations, field trips and actual operation of printing presses. Seminar instructors are experienced in flexography or related industries. Register early! Seminar limited to 24 people. Cost: $895- includes all training, speakers, handouts, break food, lunches, and transportation to/from fieldtrip locations.

SPECIAL: Additional employees registered on the same date from the same company - $795/person

Fundamentals of Narrow Web Press Operation

March 30 – April 1, 2009 | June 8-10, 2009 | September 14-16, 2009

This 3 day seminar provides the basic information necessary for the production of quality flexographic printing. Instruction will consist of lectures, demonstrations and operation of machinery in the various subject areas. Topics covered: Flexographic art and copy, line, tone, and process printing, prepress functions, plates, press components and operation, anilox rolls, substrates, inks, solvents, inline converting and troubleshooting. $795/person/ includes all materials, morning breaks, noon lunches & extras.

SPECIAL: Additional employees registered on the same date from the same company - $695/person

Fundamentals of Wide Web Press Operation

November 3-5, 2008

The goal of this 3-day seminar is to give the participant equal instruction between theory and hands-on activities in the area of flexo platemounting and wide web press operation. Topics covered: Flexographic printing theory, press components & operation, ink handling & management, print setting adjustments, register & tension control, mounting, anilox rolls, doctor blades, chambered blade assembly & maintenance, press set-up, run, and clean-up & documentation. $795/person/ includes all materials, morning breaks, noon lunches & extras.

SPECIAL: Additional employees registered on the same date from the same company - $695/person

FVTC is your training source for all flexo applications

Registration Information

www.fvtc.edu/flexo
920-735-4755

Fox Valley Technical College (FVTC) & Flexographic Technical Association (FTA) Seminars

Seminars are held at Appleton WI with FVTC faculty instructing

Register with the FTA (631) 737-6026 | www.flexography.org

Achieving Consistency in Process Printing


This seminar deals with the concepts and tools involved in the production of high quality, repeatable process printing. Lectures, demonstrations, a field trip, and printing a four-color process job on an 8-color, central impression gearless press are included. Topics covered: Process color theory, image assembly & prepress proofing, densitometry & spectrophotometry, plate making, press operation, characterization & documentation, process ink- handling, anilox usage and maintenance.
**Fox Valley Technical College (FVTC) & Association of Independent Corrugated Converters (AICC) Seminars**

**Fundamentals of Improved Flexographic Printing & Rotary Die Cutting Seminars**

Monday, Tuesday & Wednesday  

**Who should attend:** Press operators, press supervisors, sales representatives, and other plant personnel.  
**What you’ll learn:** This 3-day graphics and die cutting program combines hands-on press work in printing and die cutting 2 and 3 color jobs using a WORKHORSE 3-color flexo rotary die cutter with interactive classroom analysis and discussion. You will acquire new skills to improve operations back at the plant. Please visit the AICC website for costs.

**Digital Production for Containers & Displays**

**Who should attend:** Customer service, pre-production, production, supervisors and line management

**What you’ll learn:** This NEW intensive workshop teaches digital production and processes. The program covers digital workflows, coordination of various production components; equipment utilized, and live, on-site demonstrations. The agenda covers corrugated manufacturing in a digital world, workflow and component coordination, equipment, processes, demonstration of digital production flow, putting the digital production puzzle together, and making it happen back when you return to your workplace. Please visit the AICC website for costs.

**Selling Digital Printing**

**Who should attend:** Sales people and designers

**What you’ll learn:** This NEW program teaches trends in graphic communications; markets of opportunities for converters; case study of one company’s approach to selling digital; business development selling strategies; and creating a plan using specific strategies and tactics that meet appropriate client needs. Please visit the AICC website for costs.

**Seminars are held at Appleton WI with FVTC faculty instructing**  
Register with the AICC at (877) 836-2422 or (703) 836-2422  
http://www.aiccbox.org/