ALL4LABELS ACHIEVES OUTSTANDING PRINT RESULTS WITH DUPONT™ CYREL® FAST TECHNOLOGY AND CYREL® EASY PRINTING PLATES

HISTORY

X-label was founded in 1991 in Erfurt-Bischleben, Germany with a primary focus on high quality label printing. In 1996, Schürfeld Group assumed ownership for the company along with current chief executive officers Tim Fiedler and Jan Oberbeck. Concurrent with the new ownership, the company relocated to new premises in Erfurt-Gebesee, home to the biggest label printers in Europe.

The company also has locations in Blois, France; St. Petersburg, Russia; and Ploiesti, Romania (2016).

Label printing is a core competency of X-label, as evidenced by its global annual production of more than 10 billion labels, which uses more than 50 printing machines. X-Label's headquarters in Erfurt-Gebesee includes a technology and production center where more than 300 employees work in a three-shift system.

In 2016, the X-label group merged with the RAKO (Witzhave – Germany) and the Baumgarten group (Blumenau – Brasil), enabling them to become a global supplier of labels, sleeves and tubes. Together they have formed a new group that is active at 30 production sites worldwide, with more than 3,000 employees and more than 2,000 customers across a wide range of sectors and industries, reaching annual sales beyond the 500-million-dollar mark. In future, the company will operate under the name All4Labels Global Packaging Group.

Christopher Grosser, Head of Prepress at All4Labels, and Dr.-Ing. Frank Scholz, sales – DuPont Advanced Printing (from left to right)

THE CHALLENGE

All4Labels's goal is to deliver innovative packaging and supply chain solutions and achieve the highest possible quality standards, while also being cost-effective and on time. This requires first-class technology that can fulfill the highest demands, while ensuring responsible use of resources and eco-friendly products.

Equipment must meet ambitious demands: a 24/7 operation, high speed plate production to meet order deadlines, quick reaction time and flexibility to address last minute customer modification requests, save on floor space - all while offering a clean process and simple workflow.

Similar high standards apply to the flexographic printing plate, used for the printing of shrink sleeves, labels and tube labels. The plate needs to be stable throughout the print run, should achieve a high print quality standard with a screen ruling of 74 lines per centimeter, as well as low gradients as close to zero as possible. It must conform to the Offset Standard ISO Coated v2.

SOLUTION

After their positive experience with the DuPont™ Cyrel® FAST 1000 TD thermal plate processor, All4Labels decided to purchase the newest version -- the Cyrel® FAST 1001 TD -- in October 2016. This completed the entire equipment workflow for flexographic printing plate production, consisting of a Cyrel® CDI (digital imager) and a Cyrel® 1000 ECLF (exposure and post-exposure unit).

To achieve high quality print results, All4Lables tested the state-of-the-art flexographic printing plate, DuPont™ Cyrel® EASY FAST EFX. The Cyrel® EASY technology simplifies the prepress process by integrating the digital flat top dots into the plate itself. This improves productivity and consistency. It is based on a completely new photopolymer which offers better ink transfer and higher resolution and can be finished and ready to print in less than an hour.

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DuPont™ Cyrel® FAST 1000 ECLF (exposure and post-exposure unit)

THE RESULTS

"The DuPont™ Cyrel® FAST system has completely won us over. It produces a print-ready plate in 45 to 60 minutes and the whole plate production process is extremely clean, as the thermal processing technology means no chemicals are used," said Christopher Grosser, head of Prepress, All4Labels.

The closed system saves time and energy, due to the entire elimination of the drying step and it is also compact in comparison to other models. Service and maintenance as well as cleaning costs are kept to a minimum.

The DuPont™ Cyrel® technology has been adopted as a quality standard throughout the factory and was also installed in the Lübbecke plant in the fourth quarter of 2016. Additionally, the newly-opened site in Ploiesti, Romania, produces flexographic printing plates using the DuPont technology.

"We were very pleasantly surprised by the print results of the new DuPont™ Cyrel® EASY FAST EFX plate. It achieves higher ink transfer and rich areas of solid colour. A welcome side-effect was a significant reduction in the 'clouding' that we used to get from time to time. The EFX plate conformed to the ISO coated v2 offset printing standard and the results were comparable. Consequently, orders that could have been executed in the past only in offset print have now been successfully converted to flexo print and satisfying our customers," said Christopher.

The whole prepress team has contributed to the success by qualifying and successfully transitioning to the use of these new plates in the pressroom in the shortest possible timeframe.


Cyrel® print sample

KEY INDICATORS

Key Contributors to the Success of the DuPont™ Cyrel® EASY FAST EFX:

- A plate with an integrated flat top dot based on a new photopolymer that delivers higher ink transfer and resolution.
- Ideally suited for extended gamut printing.
- The flat top dot shape compresses less, providing a more consistent and stable print surface.
- The smaller shape flat top dot allows higher resolution and a very wide tonal range for crisper sharper printing results.
- Higher latitude and better uniformity reduces make ready time on press.
- The smooth surface of the Cyrel® EASY FAST EFX printing plate is perfect for special print effects based on micro-screening.
- Plates can be processed in less than an hour, with no drying step needed.

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