



## PAKMARKAS – STRONGLY POSITIONED TO MEET INCREASINGLY COMPLEX CUSTOMER DEMANDS WITH DUPONT™ CYREL® EASY AND FAST

### BACKGROUND

PakMarkas, UAB is located near Vilnius, Lithuania, a country in the Baltic region of Northern Europe. In 1991, Lithuania became the first Soviet republic to declare itself independent, resulting in the restoration of an independent State of Lithuania. Along with that, a decree was issued by the Lithuanian government obliging food producers to pack all food products.

This was for the impetus for former students, who noticed a promising niche and started to sell packaging materials, packaging equipment and printed self-adhesive labels – resulting in the creation of PakMarkas in 1994.

PVC cling film for food packaging was the first highly successful product offered in the market. The polyethylene (HDPE) bags previously prevalent in the food market were quickly displaced by cling film. Other successful products offered were heat shrink film and packaging equipment.

Fast forward 24 years, PakMarkas now has 191 employees and is among the strongest tag and label printers in Lithuania. Some key factors, amongst many, contributing to PakMarkas' success include:

- a successful process for label and packaging production
- implementation of modern printing technologies
- a team of qualified professionals committed to accuracy and speed of service, and
- environmentally-friendly production and high print quality.

### CHALLENGE

**“How to meet increasingly complex print requirements of customers who have decades of printing experience?”**

PakMarkas works with more than 1,000 customers in Europe and CIS countries. Foreign trade accounts represent more than 30 percent of the company's products and services. The main export markets are Poland, Germany, the Scandinavian countries, Ukraine, and Belarus.

“Taking into account the growing needs of our customers, we are constantly investing in cutting-edge technologies that ensure a high print quality,” said Virginijus Gumbaragis, managing director, PakMarkas. “We noticed changes not only in global consumer

trends, but also in customer requirements for the appearance and the composition of packages. Our customers are now asking increasingly about the technologies we use, they test how we have mastered the printing process and how we can reproduce the colors used in their product designs. Customers are paying more attention to production details, such as the product's quality checking processes and potential print deviations,” said Virginijus Gumbaragis.



### SOLUTION

PakMarkas is committed to driving continuous improvement and the ability to serve their customers, enhanced by constant technological innovation. To keep up with the growing needs of their customers and to ensure highest print quality, PakMarkas began working with DuPont more than 15 years ago.

“In 2003, we were the first company in the Baltic States to install a DuPont™ Cyrel® FAST processor,” said Virginijus. “We have a long history with DuPont. The durability of equipment and the service we received were in line with our expectations. As a result of this relationship, we purchased a Cyrel® FAST 2000 TD thermal plate processor for our production line,” said Virginijus.

PakMarkas uses EB (Electron Beam) and UV (Ultra-Violet) technology in their production. The first step was to determine if DuPont plates were compatible with their inks. Initial tests were completed with the new Cyrel® EASY FAST EFX plate. The thermal processed plate features a built-in flat top dot and is designed for the highest quality printing of halftones, linework and solids. Cyrel® EASY FAST EFX has a smooth surface which is ideally suited for the micro-screening of solids, exceptionally high solid ink density transfer and low dot gain.



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### The Cyrel® EASY plate features:

- Plates that deliver high ink transfer and color saturation, regardless of existing workflow.
- A simpler plate making workflow, with fewer steps and higher consistency.
- No need to invest in nitrogen exposure unit, LED technology or lamination equipment to get flat top dots.

Using a combination of the thermal processor Cyrel® FAST 2000 TD to process the Cyrel® EASY FAST EFX plate provides the benchmark. Speed is the main advantage of Cyrel® FAST as plate processing time is 1.5 times faster than solvent based devices, which reduces order completion timelines. In addition, the decision to use this equipment was determined by the fact that no chemicals are used in the plate production process.

### RESULT

“We got excellent print results, the ink is firmly bonded to the polymer and the colors are evenly applied to the material,” said Tomas Deksnys, technologist, PakMarkas.

“With the DuPont™ Cyrel® FAST thermal processing system and the new Cyrel® EASY plate technology, we are well-positioned to respond to increased customer demands in future,” said Tomas.



Production site of PakMarkas in Vilnius, Lithuania

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