



FOL-DRUK SUCCESSFULLY CONVERTED FROM GRAVURE TO FLEXO, THANKS TO DUPONT™ CYREL® EASY PLATES

BACKGROUND

Located in Plock, Poland, printhouse Fol-Druk Flexo sp. z o.o. was founded by Stanislaw Szczechowicz in 1995 and has been a family business since its inception. From the beginning, the company specialized in printing on plastic foil, such as polypropylene film laminates, polyethylene and polyester.

From its inception, the company has produced packages for cheese, butter and milk but recently extended its portfolio to include those for pasta, sweets, cakes, ice cream, chips, cereal and more.

The growth and development of the company has been driven by new investments targeted mainly at expanding their machine park:

- In 2001, Foldruk purchased their first six-color flexographic printing-press CMF;
- In 2003, they purchased a second six-color Schiavi SIRO;
- In 2004, the printing house implemented the quality management systems ISO9001:2000 and HACCP; and
- In 2012, the newest Comexi printing presses were installed at Fol-Druk.



Fol-Druk employees celebrating 20th anniversary in May 2015

In addition to investing in and developing a younger staff and building a team of skilled professionals, the modernization of printers and management systems became the core of many changes at the company. Fol-Druk introduced a standardization of printing processes through optimized color management, based on color quality and ink formulation. By implementing these changes and combining them with their knowledge and experience, it resulted in the implementation of production quality standard 150lpi in 2014.



CHALLENGE

“Our first challenge was finding a print technology that guaranteed extraordinary print quality with the highest possible screen rulings,” said Michal Dębski, CEO, Fol-Druk. “Our next challenge was to increase printed screen rulings up to 175 and finally 200lpi.” Based on his own experience and the continued development of flexo technology, Michal noticed the many advantages of flexo versus well-established gravure printing.

SOLUTION

Fol-Druk began running tests with the newest generation of DuPont™ Cyrel® EASY ESX plates. Pleased with the results, they decided to use Cyrel® EASY ESX plates for their print jobs. Currently, four print jobs have been converted from an eight-color gravure process to flexo and were printed in CMYK + WHITE at 200 lpi.



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RESULT

Visitors to the DuPont Advanced Printing booth at drupa 2016 were able to view the very impressive print results.



Jobs were produced with Cyrel® ESX45 plates with a resolution of 200lpi. The main goal is to prove to brand owners that a conversion from gravure to flexo is possible, thanks to Cyrel® EASY plate technology. Cyrel® EASY plates bring better color gamut with a lower number of color separations (lower ink and pre-press costs).

“For the purposes of our business strategy, it became clear that the future of packaging printing in flexo can be an alternative to gravure. Those aspects created the vision of further development of Fol-Druk, which aims to print packages in the highest possible screen rulings,” said Michal.

PRODUCT FEATURES AND BENEFITS

- A plate that is based on a completely new polymer 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.
- Higher latitude and better uniformity reduces press make ready time.
- The smaller shape flat top dot allows higher resolution and a very wide tonal range for crisper sharper printing results.
- The EASY ESX's smooth surface is perfect for special print effects based upon micro-screening.
- The simplified workflow reduces errors in the exposure/ laminate step.

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