

What if you could do more with less?



Kodak Flexcel NX
Digital Flexographic System



Kodak Flexcel NX Digital Flexographic Plates give you the power to let four-color process save you money **AND** bring additional value to your clients.



What if you could do more with less?

Colors per job are on the increase

The average number of colors per job in flexible packaging is now seven to eight colors, and it's still on the increase. Clients know what flexo can accomplish now and are instructing their designers accordingly. But what does that mean for you? More colors mean longer set-up times—not a move in the right direction when run lengths are coming down. More colors mean higher waste levels, tougher registration and greater operator intervention during the run. More colors might even mean that you are considering investing in a new press.

But you have an alternative

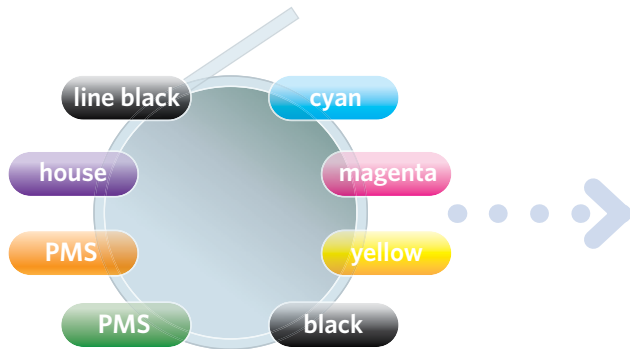
What if your current press had the power to deliver more with less? What if you could eliminate many of those extra colors and do more with four-color process?

Flexcel NX Plates give you the density, color gamut and print stability you require to take your seven- or eight-color jobs and reduce them to just four or five colors, and still delight your clients.

Your operation will benefit from the production savings, your clients will be thrilled with the print quality, and just think about the new opportunities you will have opened up. Could those additional print stations now be used for added value decoration? Could you start a discussion with your client about co-printing designs on the same web and really open the door for supply chain improvements?

More savings, more added value

Do your jobs look like this today?



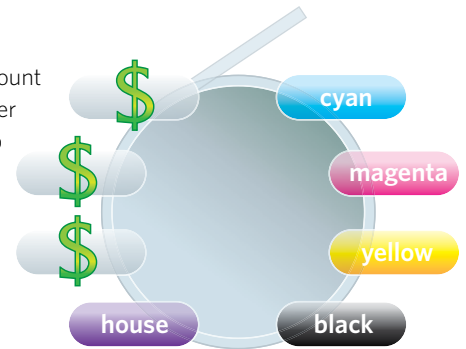
The power of **Flexcel NX Plates**

Savings

- Fewer plates to buy
- Fewer plates to premount
- Fewer decks to register
- Fewer decks to set up
- Lower waste levels
- Fewer decks to clean
- Postpone that press investment?

Add Value

- Greater visual impact
- Available decks to add decoration
- Discuss coprinted designs
- Keep pricing competitive



Add up the Savings!

Will you pay more per square inch for **Flexcel NX Plates**?

Maybe.

Will you save money with **Flexcel NX Plates**?

Absolutely.

Example savings on 42" press

	8 color job with traditional flexo	5 color job with Flexcel NX Plates
Price per set of plates	\$2880	\$2250
Time & materials to pre-mount @ \$80 per plate	\$640	\$400
Time & materials for press set-up @ \$209 per color	\$1672	\$1045
Total	\$5192	\$3695

Savings opportunity with Flexcel NX Plates: \$1497 per job

And did you know?

Compared to traditional digital flexo plates, **Flexcel NX Plates** have been demonstrated, on average, to:



- Last 2-5 times longer on press
- Come up to color faster
- Reduce your start-up times and set-up waste by 25%
- Run cleaner with fewer stops

Providing opportunities for additional savings every step of the way.

Ask your supplier about the additional benefits of **Flexcel NX Plates**.

What makes Flexcel NX Plates different?

Reasons you add extra colors today	Why?	Flexcel NX Plates change the game
An extra black for line work	With traditional digital flexo it's just not possible to balance delicate tones and good density line work on the same plate.	Flexcel NX Plates virtually eliminate the need to split out tone and line work. Ample density and full amplitude highlight dots with strong shoulders and flat tops allow the same plate type, tape, anilox and impression setting for all design elements.
A design component that's just too risky to convert to process	Variability of tone reproduction, especially in the highlights, makes it hard to control large areas of process color.	Flexcel NX Plates bring outstanding stability to process work. A wide operating window on press, all the way down to the finest highlights, means greater control and rock solid stability.
A design component that's outside the four color process gamut	With traditional digital flexo, the achievable color gamut is limited, in part due to insufficient density.	Flexcel NX Plates use Kodak DigiCap NX Screening to raise the density throughout the full tone scale, expanding the color gamut and putting you in a position to eliminate some PMS colors.
A brand or house color that cannot be wrong	Traditional digital flexo is just not consistent or predictable enough to confidently reproduce this color as a process build.	Flexcel NX Plates bring dramatic improvements in print stability and predictability, making the conversion of many brand colors a possibility. Use your new capabilities to open the discussion with your brand owners.

To learn more about packaging solutions from Kodak:

Visit www.kodak.com/go/packaging

Produced using **Kodak** Technology.

Eastman Kodak Company
343 State Street
Rochester, NY 14650 USA

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It's time for you **AND** Kodak