

**Want to deliver greater shelf impact
at a lower cost?**



Kodak Flexcel NX
Digital Flexographic System



Kodak Flexcel NX Digital Flexographic Plates enable you to deliver greater shelf impact to your clients while reducing your costs **AND** keeping you competitive.



Want to deliver greater shelf impact at a lower cost?

Responding to the trends

Brand owners are increasingly seeking shelf differentiation and brand positioning through higher quality and more complex graphics. This is driving demand for, among other things, higher pigment inks, more colors per job and higher and higher line screens. You are responding to these trends, but don't many of them have a tendency to increase your costs and narrow your operating window on press? And all this comes at a time when you need to retain your margins, not watch them decline. What if there was a solution to meeting the demands of your clients that actually *reduced* your costs, *increased* your operating window and allowed you to stay competitive?

Density is the answer for shelf impact

The answer lies with the latest flexographic plate technology from Kodak. **Flexcel** NX Plates literally have the power to help you transform your business; and the key is a solution to achieving greater process color print density with no additional ink.

When you print with **Flexcel** NX Plates, your client will notice the difference immediately. Higher print densities have been demonstrated to deliver a far greater visual impact in process color printing than higher line screens.

But what else can density do for you? Did you know that your quest for density today is costing you money, narrowing your operating window, and limiting your opportunities to be competitive?

What else can density do for you?

Density reduces your cost

What is the quest for density costing you? Think about the compromises you make as you print process color work today.

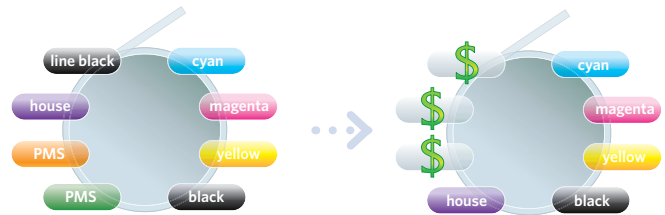
	What does that cost you?	Put a price on it
Do you struggle to set impression for maximum density without destroying tones?	Extra time on set-up? Additional ink and substrate waste?	\$600 per hour
Do you tend to over impress to get the density you are looking for?	Another set of plates when the highlight detail stops printing?	\$3000 per set
Do you split out line and tone work on separate plates?	Another plate to buy? Another plate to pre-mount? Another deck to set up?	\$600 per job
Do you try higher pigment inks?	Higher ink costs? Wasted time?	\$2400 in testing
Does laying down more inks cause plates to clog?	Cleaning stops? Higher press waste? Higher converting waste?	\$600 per hour

Flexcel NX Plates have been demonstrated to increase process color densities by 0.3 to 0.4 without laying down more ink. You no longer have to spend money chasing density. Users typically report savings in excess of 25% in set-up costs alone, and that's just the beginning.

Density keeps you competitive

The answer to staying competitive is the power that **Flexcel NX** Plates give you to do more with less. Less colors, to be precise. Increased density means increased color gamut. Combine that with greater process stability, and **Flexcel NX** Plates open the door for you to do extraordinary things with four-color process.

They give you the power to reduce many of those seven and eight color jobs down to just four or five colors—and still give your client the shelf impact they crave.



Competitive costs

- Fewer plates to buy
- Fewer plates to pre-mount
- Fewer decks to set up
- Lower waste levels
- Postpone new press investment?

Competitive added value

- Pass on some savings
- Offer additional decoration
- Discuss co-printing designs on the same web
- Open the door to true supply chain efficiency

What makes Flexcel NX Plates different?

It's not a miracle

So has Kodak solved the fundamental issue of dot bridging?

No.

Has Kodak discovered a way to lay down a greater volume of ink at higher line screens?

No.

Has Kodak eliminated the compromise between line screen and ink volume?

No.

It's proven technology

Flexcel NX Plates dramatically improve ink transfer efficiency. What does that mean? It means that no more ink is transferred, but that it is laid down smoothly and evenly, without voids. The result is greater measured density with the same volume of ink, and it's achieved by the application of **Kodak DigiCap** NX Screening. This award-winning technology creates a micro (5 micron) surface texturization pattern on all printing elements. Only **Flexcel** NX Plates can resolve and hold a pattern this small. The principle is simple and the results are dramatic.

To learn more about packaging solutions from Kodak:

Visit www.kodak.com/go/packaging

Produced using **Kodak** Technology.

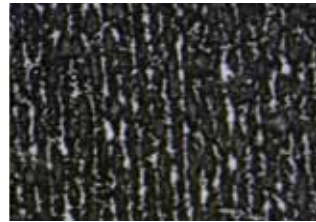
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Solid black print sample—same press, same ink, same anilox, same substrate

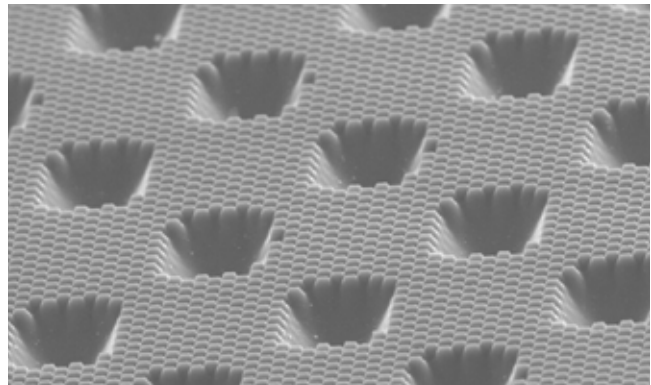


Traditional Digital Plates



Flexcel NX Plate with **DigiCap** NX Screening applied

Flexcel NX Plate imaged with 70% tint (@250x magnification)



DigiCap NX Screening applied



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