

Are you still printing with two blacks?



Kodak Flexcel NX
Digital Flexographic System



Kodak Flexcel NX Digital Flexographic Plates eliminate the need to split line and tone work, saving you time and money **AND** increasing your print quality.



Are you still printing with two blacks?

Balancing lines and tones

In flexible packaging design these days, there is a process piece in nearly every job. As a flexo printer, that means you are faced with a balancing act: you need plenty of ink transferred for the line work and solid areas, but not so much that you suffer from dot bridging and dirty tones. So what do you do? You split the line work onto a separate plate and print it with a different set of print conditions from the process content. Sure, that means an extra plate, extra tape, extra setup time and a valuable print deck tied up; but that's what everyone has to do in flexo, isn't it?

Make a change and enjoy the savings

The good news is that it doesn't have to be that way anymore. Now you can choose a solution—not a workaround.

Flexcel NX Plate technology virtually eliminates the need to split out tone and line work. Exceptional small dot handling, impressive impression latitude, and most importantly, a solution to achieving higher print densities without piling on additional ink, enable you to combine all content on a single plate. Eliminate the line black (or any other process color line plate for that matter) and save a color in nearly every job.

Enjoy the simplicity—add up the savings

Count the benefits

1. One less plate to pre-mount
2. One less plate to register
3. One less print deck to set up
4. Set-up waste savings
5. Less room for error in prepress
6. Improved tonal reproduction
7. Higher density and smoother solids
8. Free up a print deck for value added
9. Fewer decks to clean
10. Less waste to dispose of

Add up the savings on press

	Industry averages	Enter your savings
One less plate to pre-mount—saving time and tape	\$64	
One less deck to set up—saving time and substrate waste	\$209	
Number of changes per shift	4	
Saving per shift due to eliminating line work plate	\$1092	
Savings per year (based on 200 full shift days)	\$218,000	

Can you afford not to make the change?



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**.

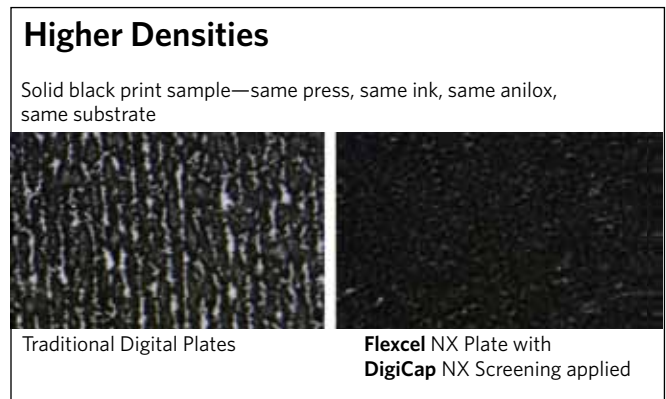
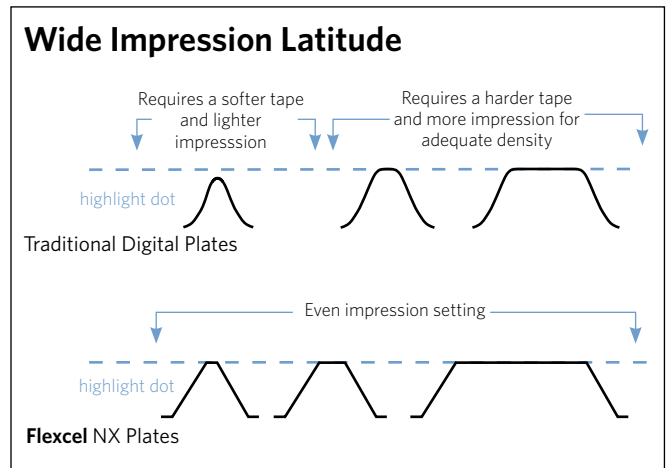
What makes Flexcel NX Plates different?

Traditional limitations

Traditional digital flexo plates form highlight dots with a rounded, bullet-like appearance. The surfaces of these dots are often lower than the surface areas of the surrounding tones, line work and solid areas. For optimum performance, they require a softer tape and a lighter impression setting. To achieve adequate densities, the linework requires harder tape and more impression.

Flexcel NX Plates solve the problem

A superior imaging and plate making process leads to full-height highlight dots with flat tops and strong shoulders. Combine that with the superior ink handling efficiency enabled by **Kodak DigiCap NX** Screening and the result is a single print condition (tape, anilox and impression setting) that can be used to produce full tonal reproduction and superior lines and solids, side by side.



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

© Kodak, 2010. Kodak, Flexcel and DigiCap are trademarks of Kodak.

Subject to technical change without notice.

W.PC.135.1210.en.01

Kodak

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