

Want to win gravure conversions?



Kodak Flexcel NX
Digital Flexographic System



Kodak Flexcel NX Digital Flexographic Plates give you the capability to win gravure conversions **AND** the confidence to deliver.



Want to win gravure conversions?

Flexo comes close... but not close enough

The past decade has seen flexo increase its market share in the flexible packaging segment, driven by capabilities that have closed the quality gap that once separated flexo from roto-gravure. As run lengths continue to decrease, the future would seem to be bright for flexography with all the versatility and cost-effectiveness it has to offer. But despite apparent benefits, print buyers are still nervous to make the leap; sometimes because they've simply grown up with the fact that if you want the best quality you specify gravure, but often because they have valid reasons. Their concerns range from limitations in density, fine detail and tonal reproduction, to worries about the complexity and unpredictability of the flexo process.

Conversion demands new capability...

In order to truly compete with gravure for the highest quality work, flexo needs to address not just one, but all of these justifiable concerns. Increasing line screen and resolution is simply not enough. **Flexcel NX Plates** are the foundation upon which you can build a flexo print offering for your clients that delivers gravure-like densities and higher line screens with rock-solid print performance.

... and a trusted partner

Develop the capabilities that put you in a position to be the partner your client can trust to help them make the daunting leap to flexo. Mid- and wide-web flexo printers that have already converted to **Flexcel NX Plates** are making these conversions part of their recipe for successful business growth. Invest the time to develop your capability and you can introduce your client, step by step, to print performance that will change the way they think about flexo printing.

Flexcel NX Plates change the game

Take it step by step

New capabilities don't appear overnight and taking your client on a journey as significant as this one does not happen overnight either. But the journey will be worth it. New business for you, lower production costs for your client—and the foundation of a lasting partnership.

Make Your Plan

Flexcel NX Plates are the essential ingredient in your plan. They are NOT the whole plan. Allow enough time to define your project, fully optimize your print conditions and develop your offering.

Develop Your Capability

Work with your **Flexcel** NX Plate supplier and Kodak specialist to select the appropriate tape, anilox and other print components for your selected project. Remember that **Flexcel** NX Plates have a different response on press than other digital flexographic plates, and it's those differences that will allow you to finally close the quality gap with gravure.

Create Your Offering

Your new flexo capabilities deserve a specific offering in your portfolio. New pricing? New marketing? Flexo has just moved up to a whole new level.

Grow Your Business

Attract new business and secure existing relationships by offering a print service that delivers the quality and consistency of gravure with the flexibility, and most importantly, the cost-effectiveness of flexo.

Check off the concerns

Compared to traditional digital flexo	With Kodak Flexcel NX Plates
Gravure has better ink transfer.	Print density and smooth ink laydown to rival gravure. ✓
Gravure can achieve better resolution.	Practical higher line screens and smaller minimum dots. ✓
Gravure can achieve photo-realistic reproduction.	Eliminate the flexo bump curve and enjoy more gray levels. ✓
Gravure is a simpler process. Set and forget.	Constant impression adjustments are a thing of the past. ✓
Gravure cylinders don't wear out on long or repeat runs.	Flexo plate wear issues have been addressed. ✓

And did you know?

Flexcel NX Plates have been demonstrated to:



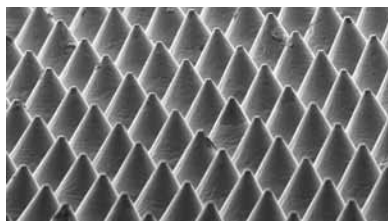
- Significantly raise print densities for dramatic visual impact
- Give outstanding visual results at lower line screens than you thought you might need to compete with gravure
- Deliver significant improvements in press efficiency and lower operating costs compared to traditional digital flexo plates

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

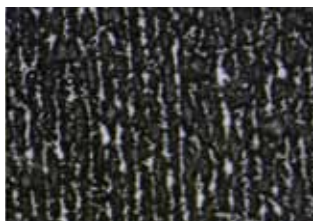
What makes Flexcel NX Plates different?

Density	Flexcel NX Plates achieve dramatic increases in density through the application of Kodak DigiCap NX Screening to all plate elements. Only the Kodak plates can image and hold the 5 micron elements required for maximum density benefit.
Minimum dot performance	Flexcel NX Plates have outstanding minimum dot performance. The unique combination of Kodak SQUAREspot Imaging Technology, a high resolution dye based mask, and Kodak's flat top dots deliver smaller, predictable, consistent, repeatable minimum dots. These dots are the key to practical higher line screens, finer detail and expanded tonal range.
Print latitude	Flexcel NX Plates benefit from Kodak's flat top dot technology, ensuring that all plate elements are the same height and resistant to changes in impression or variations on press. The result is a wide print latitude and operating window that drives consistency, repeatability and press efficiency.

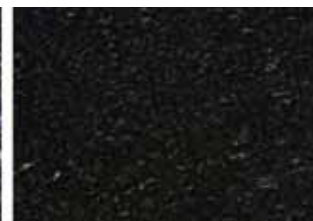
Kodak's flat top dot structure



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



Traditional Digital Plates



Flexcel NX Plate with DigiCap NX Screening applied

To learn more about packaging solutions from Kodak:

Visit www.kodak.com/go/packaging

Produced using **Kodak** Technology.

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