

Global Flexo Innovation Awards

Celebrating Transformational Flexo

Established by Kodak for the 10th anniversary year of the award-winning KODAK FLEXCEL NX System, the Global Flexo Innovation Awards recognize and honor companies that are using Kodak technology to drive the industry transformation of flexographic standards worldwide.

And the winners are...

LORYTEX Awarded Highest Honors

LORYTEX GOLD : Creative use of Graphic Design, Print Production Workflow Efficiency, and Commitment to Sustainable Print

Lorytex worked with its client Ecoflex SA, a leading pharmaceutical and food packaging supplier, to develop an expanded color gamut (ECG) printing project. The aims were to improve efficiency, reduce delivery time and create an innovative proposal for Lorytex and Ecoflex customers.

The benefits of adopting ECG have included shorter run-lengths, a 30% reduction in production time, reduced ink inventory, and



exceptional visual impact. It is also important to highlight that they could continue use their old, gearless printing press to achieve this result; so they had to pay more attention to details, especially colour registration. Lorytex is now planning to impulse its clients to transfer many more SKUs to ECG, and projections suggest that over 50% of new packaging designs could be printed in this way.

PENTAFLEX

Awarded Highest Honors

Ankur Salt

SILVER : Conversion from other print processes and Commitment to Sustainable Print

Salt is traditionally packaged in a PET+PE structure for ease of printability and quality of gravure printing on PET. The brand owner wanted a sustainable and recyclable solution, which Pentaflex Films successfully delivered by converting the job to a 100%-recyclable PE+PE structure.

The print layer is sandwiched between the two layers of PE. Usually PE printing has some



limitations when printed gravure, but the combination of Pentaflex Films's latest Bobst press and FLEXCEL NX plates provided a result that was so accurate in reproduction that it was difficult to distinguish from the existing gravure product.

REPROFLEX 3 LTD & ROBERTS MART (JOINT ENTRY)

Awarded Highest Honors

Galaxy Ripple Hot Choc - Milky Way Magic Stars Hot Choc

GOLD : Conversion from other print processes, Print Production Workflow Efficiency, and Commitment to Sustainable Print

The client, a global brand, did not believe that flexo could match the quality achieved by their existing gravure printers. A combination of Reproflex3's innovative Project Blue repro/plate making and Roberts Mart's SpectRM print process proved that flexo delivered quality and consistency that matched gravure. As a result, the client switched all the products supplied



into the Project Blue/SpectRM process. As well as meeting the client's quality and consistency requirements, it also facilitates quicker turnaround of designs, faster job changes, and savings on materials and power, which can only benefit the environment. Reproflex3 is actively converting existing and new customers to flexo, converting designs that was previously printed gravure into patent pending Project Blue.

Z DUE

Awarded Highest Honors

Various

GOLD : Conversion from other print processes, Print Production Workflow Efficiency, and Commitment to Sustainable Print

No less than eight of Z Due's submissions were selected by the judges, a number that amply demonstrates the company's enormous success in converting gravure and offset work to flexo. All eight involved flexo printing onto corrugated cardboard.

They were printed in collaboration with leading companies in the Italian printing industry - Antonio Sada & Figli, International Paper Italia (Bellusco Plant), Smurfit Kappa Italia - Fustelpack (Capocolle di Bertinoro, Cesena Plant), and Toppazzini S.p.A.



An illustrative example that represents the collective entries, was previously printed offset, and multi-process production involved printing, lamination, die-cutting and gluing. Z Due's flexo solution, developed with the client using Kodak technology, printed in most cases directly up to 5-8,000 boxes an hour, reducing delivery times and cost, while the use of less plates reduced consumption of inks and set-up timing.

The corrugated board also costs less because the reduction of paper's weight is possible in the flexo printing process.

