

DuPont Packaging Graphics

THE SCIENCE OF COLOR AND PRINTING TECHNOLOGIES

Innovation at the speed of your business



Notable Selected For Sustainable Achievements



Steve McCormack – Operations Director Parkside Flexibles, Mike Baxter – MD of Promopack with Parkside Operator Mark Benson

PROMOPACK COMMITS TO 'ENVIRONMENTALLY SMART' PLATEMAKING

Today's Packaging Industry is under increasing pressure for more 'environmentally smart' packaging. UK tradeshop, Promopack have repeatedly invested in new technology over the last few years to help printers, retailers and brand owners to respond to the increasing demands from consumers, politicians and pressure groups.

The most recent development and major investment programme at their Heanor headquarters in Derbyshire has allowed Promopack to eliminate the use of solvent from all their platemaking processes. This new initiative has positioned Promopack as the first major photopolymer printing plate producer, serving the wide width flexo market in the UK, to become completely solvent free.

The installation of two new DuPont™ Cyrel® FAST TD4260 (large format) thermal platemaking processors coupled with two new DuPont™ Cyrel® 2000ECLF exposure frames meet two of the core demands from environmental campaigners for a substantial reduction in pollution and energy consumption.

In the UK the vast majority of manufacturers of photopolymer plates for the wide web flexo market, use solvent as the prime chemical in the manufacturing process. This solvent removes the non-relief monomer from the plate, leaving the image area 'proud' of the base. During chemical processing, photopolymer plates absorb significant quantities of solvent, and this has to be removed in electric drying ovens prior to finishing causing time and energy considerations to come into effect in the workflow.

The new Cyrel® FAST systems installed at Promopack use a thermal transfer process to remove the non-relief area of a photopolymer plate which requires no chemicals to process the plate. The finished printing plates give the same performance on press, when compared to a solvent processed plate — with the advantage of delivering a number of significant environmental gains.

For example, when removing the solvent from the plates in the hot air circulating dryers the solvent rich fumes have to be exhausted to the atmosphere. This process can take as long as four hours. The installation of Promopack's Cyrel® FAST thermal Platemaking process has eliminated all solvent emissions (saving of 13 tonnes of solvent emitted to atmosphere p.a. based on Promopack's 2006 production data).

Additionally the old solvent processing systems used significant amounts of energy (electricity) to power the dryers, plate processors and distillation equipment. The Cyrel® FAST thermal processors use only 25% of the energy, when compared with the combined usage of traditional equivalent solvent equipment. At Promopack this meant a massive 75% reduction in energy usage with a commensurate reduction in CO₂ emissions.

**SOLVENT FREE
PRINTING PLATES**



Promopack's motto



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DuPont Packaging Graphics

“Advancing Flexography”

As described from the above figures, the installation of Cyrel® FAST processors, together with the elimination of all solvent, made a significant contribution in reducing Promopack's Carbon Footprint, whilst eliminating all solvent emissions to atmosphere.

Promopack have experienced significant productivity gains since installing an EskoArtwork Cyrel® Digital Imager Spark 4260 platesetter with Optics 80. The adoption of the two complementary Cyrel® FAST systems has further enhanced their flexibility and ability to meet "just-in-time" demands.

This innovative and bold configuration allows the flexo-repro house who specializes in plates for the flexible packaging industry to support the production of 15,000 square metres of photopolymer plates per year.

The fully digital workflow – CDI Spark and Cyrel® FAST TD4260 has proven to be an effective solution for increasing productivity while delivering a fast, cost-effective means to turnaround high quality flexo plates.

With its 40 strong workforce and solid reputation for its flexographic plate making built up over many years, Promopack is ready to utilise this new technology along with its extensive experience to advance the case for environmentally conscious flexographic platemaking to its existing and prospective customer base alike.

Promopack's main digital studios and platemaking factory are located close to Derby with a northern studio near Leeds. Founded in 1987 Promopack is somewhat unusual in that all of its Managers and Directors originate from the UK flexo printing industry. The company believes this has been critical to its success because it understands the pressures that UK brand holders, packer fillers and printers are under to reduce costs, and shorten lead times. Known for the expertise of its digital studio operators Promopack specialises in the production of 'high end' reprographics ensuring the original designers concept is quickly replicated 'on press'. The installation of Cyrel® FAST thermal platemaking is a further extension of this business philosophy, whilst also delivering a significant environmental gain.

Why Promopack is currently at the forefront of the latest developments in the flexo printing industry?

Mike Baxter, Managing Director explains: "We manufacture 15,000m² of photopolymer printing plates every year. Until now that has involved the use of 200 tonnes of the solvent Decahydronaphthalene along side 110,000 kW of electricity to remove excess solvent from the plates in the finishing process. This



With the installation of the new Cyrel® FAST Promopack became the first UK Platemaking business (serving the wide web flexo market) to completely eliminate solvent from the manufacturing process. This meant fewer lorry journeys, better working conditions and ending the need for special waste disposal. It also eliminated all fugitive (solvent) emissions to atmosphere.



new alternative system allows us to manufacture plates without solvents at any stage, thus totally eliminating solvent emissions. It also has other major environmental benefits in terms of a reduction of our CO₂ emissions, the removal of the need for specialist waste disposal and considerable energy saving. Cyrel® FAST has a massive effect on our carbon footprint. In today's environmentally aware world we're pleased to have an opportunity to show that we're doing everything we can to respond to the demands of our customers, politicians and pressure groups for more 'environmentally smart' packaging".



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