



## ALEITHE BOOSTS QUALITY, PRODUCTIVITY AND SUSTAINABILITY USING NEW DUPONT™ CYREL® DFUV FLEXO PRINTING PLATES

### BACKGROUND

Aleithe Haftetiketten GmbH, located in Wittenberg, Germany was founded in 1992 and has since grown to be a leading system provider for labels, labeling and flexible packaging. The company provides graphic design, printing and labeling solutions with the highest standards of quality, production reliability and response time. They serve a range of industries including pharmaceuticals, food and beverage, cosmetics, and chemical products.

### THE CHALLENGE

Aleithe has been successful because of its unwavering commitment to its customers. Its interest in meeting their needs for increasingly high quality and fast delivery remains a driving force behind new investment. The company is consistently open to innovative new technologies designed to improve quality and speed for customers, while ensuring it maintains high productivity and minimizes waste in its own operations.



Frank Grünthal - Prepress Manager and Mirko Liemann- Production Manager of Aleithe Haftetiketten (from left to right).



Successful test job printed with Cyrel® DFUV plate

### THE SOLUTION

Based on their history of success using DuPont™ Cyrel® FAST flexographic systems over the past eight years, they collaborated with their DuPont Packaging Graphics representative to test the latest advanced plate design to see if it would further advance their ability to achieve exceptional quality results, quickly and with minimal waste.

The new Cyrel® DFUV plate was developed specifically for narrow web printers who need a high-performance flexographic printing plate for use with UV inks. It is a thermal process plate that comes to color quickly and prints smooth and dense solids, without compromising dot gain, highlights and resolution. Unlike other plates, which are engineered for very long print runs for wide web flexible packaging, Cyrel® DFUV is specifically designed for shorter print runs using UV inks on high priced stock where minimizing the startup waste is essential. Cyrel® DFUV is designed for very fine screens and high end substrates including pressure sensitive and self-adhesive labels, shrink wrap and wrap around labels, tickets, tags and boards.



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### THE RESULTS

“Aleithe was very pleased with the immediate results of the trial in terms of the ink transfer, coverage, low graininess and highlight performance. The test pattern was printed on polypropylene (PP) and with a difficult design, but DuPont™ Cyrel® DFUV plates met the combined challenges of improved quality, time savings and significantly minimized waste during start-up.

“Not only was the print quality immediately improved, but we were able to quickly optimize the process for the best possible result,” said Mirko Liemann, production manager, Aleithe. “We cut the time required to prepare the print run by more than half because the plates did not pick up any dust or ink in the reverses which enabled us to run without any cleaning interruptions during the set up phase or during the print process. And, since the new Cyrel® DFUV plate comes up to color almost immediately, we saw a substantial benefit in terms of substrate waste reduction. Switching was also surprisingly easy. We did not have to change the settings of our Cyrel® FAST processor; eliminating the need to readjust, or retrain people in the plate processing department.”

Due to the immediate success of the trial, Aleithe has switched its production to DuPont™ Cyrel® DFUV plates for all new jobs and for older jobs whenever a plate requires replacement.



Cyrel® DFUV plate in operation.

### KEY INDICATORS

Key indicators to the success of DuPont™ Cyrel® DFUV:

- Comes up to color quickly and predictably – reducing setup time and material waste
- Extremely rapid access time thanks to thermal plate processing where no drying step is needed
- High and uniform/smooth UV ink transfer for outstanding tonal reproduction
- Very high resolution capability enabling > 200 lpi screens
- Excellent for printed security features and micro text down 1 pt.
- High durability on press
- Exceptional thickness uniformity due to no plate swelling during the platemaking process
- High resistance to ozone and UV-light results in excellent storage capability



Cyrel® FAST equipment in the facilities of Aleithe in Wittenberg, Germany

**For more information on DuPont™ Cyrel® or other DuPont Packaging Graphics products, please visit our website: [www.cyrel.com](http://www.cyrel.com)**