

# Plate imaging: technology, workflow efficiencies

**IN OCTOBER 2020, DuPont appointed Rotocon as the new South African distributor of its Cyrel® flexo plates, Easy technology platform, Fast thermal workflow, and associated equipment.**

The partnership also enables Rotocon to offer the newly-available Cyrel 500 equipment, designed to process smaller flexo plates of up to 66 x 86cm, to its traditional narrow-web customer base.

## Cyrel Easy technology platform

The Easy platform is for customers wanting to process a plate in a simplified workflow, while enabling print on a wide variety of substrates, with optimum speed and high-quality highlights on printed packages.

The platform simplifies the prepress process by building the flat-top dot directly into the plate, resulting in increased productivity and consistency.

Cyrel Easy plates utilise the latest polymers to produce higher ink transfer and resolution. Customer testing has also shown significantly higher SID without compromising on highlights. Cyrel Easy plates are available in engineered and smooth surfaces for Cyrel Fast thermal and solvent processing.

## Productivity

- Simplified workflow – no additional steps or equipment
- Consistency
- Comes up to colour quickly
- Reduces errors and rework
- Higher impression latitude
- Improved plate-to-plate consistency

## Cost savings

- No need to invest in a nitrogen exposure unit, special exposure technology or lamination equipment to get flat-top dots.

## Quality

- High ink transfer and colour saturation
- Improved mid-tones and highlights
- Print quality consistency throughout a run and from run to run

## Press performance

- Print consistency across multiple press locations
- Improved solid ink density with excellent fade to zero
- Higher press speeds
- High durability on press

## Four benefits of thermal workflow

**THE CYREL FAST thermal workflow brings together the best in colour quality and processing technology to deliver high-volume, high-quality results that give packaging the attention it deserves.**

This is according to Rotocon's technical sales manager, Sachin Sukhlal, who adds that using solvent-free thermal processing to produce a press-ready plate in less than an hour, Cyrel Fast is a complete system supported by complementary Cyrel equipment. It's the ideal workflow solution for a variety of printing applications, enabling faster processing, lower costs, as well as improved sustainability and press performance.



### Faster processing

Cyrel Fast thermal workflow is a complete hardware and consumable solution, which enables improved process control, product quality and consistency. It reduces plate production time by up to 75%.



### Smaller footprint

Featuring a reduced environmental footprint, VOC emissions are cut by more than 98% when using the Cyrel Fast 2000 TD compared to a solvent process.



### Lower cost

Helps save money and materials by reducing plate consumption by up to 15% compared to conventional methods. The solvent-free process also reduces waste treatment and disposal costs.



### Improved performance

Improves productivity by enabling faster set-up times, higher press speeds, and longer life of the print form.

