

# THE SWITCH

## WHY TRANSITIONING TO FUJIFILM'S FLENEX WATER-WASH PLATE TECHNOLOGY IS PAYING BIG DIVIDENDS FOR TODAY'S PRINTERS

Fujifilm recently invited users of its Flenex FW Water-Washable Flexo Plates to define how switching to the new platemaking technology impacted their businesses.



### WITH FLENEX, HERE'S WHAT YOU GET:

- » Total platemaking process time under 40 minutes
- » Highest flexo quality (200 lpi, 1 percent flat top process dot)
- » More output per shift for class-leading productivity
- » Eliminates costs attributed to solvent and thermal technology
- » Compatible with existing water-wash equipment

### THE PRINT SOURCE INC.

Wichita, Kan.  
The Print Source, a family owned and operated, full service printing and graphics company, has grown from three employees to more than 100 full-time staff. The Lungwitz family, which has held ownership since 1982, offers a variety of printing methods to help accommodate a wide range of products.

"Flenex FW has cut the time needed to process plates dramatically – the water-wash process is considerably more user friendly," says Joseph Helms, Production Manager. "The quality and longevity of the plates is well beyond our previous system. Combined with the C-TOUCH processor, we have virtually eliminated plate waste during processing and cut press downtime in half when a new plate is made."

### WHY THEY CHOSE FLENEX FW WATER-WASHABLE FLEXO PLATES:

- » Reduce the time it takes to make plates
- » Improve print quality capability
- » Reduce the total cost-in-use of plates
- » 25 percent to 50 percent faster than their previous plate-making system
- » More than a 25 percent cost savings

### ARIZONA LABEL & PACKAGING

Phoenix, Ariz.  
The team at Arizona Label & Packaging is committed to providing their customers with the finest custom printed labels, barcode labels, product labels and more throughout the Southwestern United States. And to do that, they need the best equipment and solutions they can get their hands on.

So, even though owner Kyle Norris' production team was very skeptical going back to a water-wash plate from a thermal plate, they decided to give Flenex a chance.

"After making some minor handling adjustments, they were quite pleased with the improved print quality," Norris says. "And the cost savings is a big bonus."

### WHY THEY CHOSE FLENEX FW WATER-WASHABLE FLEXO PLATES:

- » Improve print quality capability
- » Reduce the total cost-in-use of plates
- » Up to 10 percent faster compared to its previous plate-making system
- » More than a 25 percent savings

### LABELTEK INC.

Aurora, Ill.  
The LabelTek team specializes in high quality flexographic printing and laminating for clients in the food, medical, industrial, chemical and retail industries.

In its move to water-wash plate technology, the company looked at a number of op-

tions. When it came down to a side-by-side test with a competitor, Flenex won hands down, says Dean Hummell, president.

"Its four-color process capability was far superior, the color and dot hold are phenomenal," Hummell says. "It's a whole new form of printing."

### WHY THEY CHOSE FLENEX FW WATER-WASHABLE FLEXO PLATES:

- » Improve print quality capability
- » Reduce the time it takes to make plates
- » Ability to reduce or eliminate need for duplicate plates

### PHOENIX COLOR

Hagerstown, Md.  
Drawing on a broad spectrum of materials and decorative technologies, Phoenix Color is a premier full-service, full-color printer with more than 30 years of superior print experience. The company produces memorable, value-added components, heavily-illustrated books and specialty commercial products.

Making the switch has enabled Prepress & Technology Manager Keith Keefer and his team to give their clients the best-of-the-best in book cover coatings, and

packaging and labels.

"The other water-wash options we've used don't hold a candle to Flenex's ability to hold a harder, crisper edge," Keefer says. "We're consistently getting a 1 percent to 2 percent dot."

### WHY THEY CHOSE FLENEX FW WATER-WASHABLE FLEXO PLATES:

- » Plate longevity
- » Improve print quality capability
- » Reduce the total cost-in-use of plates
- » Ease of stacking and storing of plates

### ROSS PRINTING

Spokane, Wash.  
Featuring a unique and diversified offering of litho, flexo and digital all in one location, the family managed and owned Ross Printing is celebrating its 100th year in business.

With a track record like that, making a move means going with a solution that is going to strengthen its standing among its loyal customer base. Flenex hit the mark.

"We're enjoying significant cost savings while enjoying a consistent 1 percent dot for better print quality in vignettes and four-color process," says GM Eric Smith.

### WHY THEY CHOSE FLENEX FW WATER-WASHABLE FLEXO PLATES:

- » Improve print quality capability
- » Reduce the total cost-in-use of plates
- » Lower cost of ownership
- » 10 percent to 25 percent faster than its previous plate-making system
- » More than 45 percent savings

# FLENEX

