



Asahi
Photoproducts

AsahiKASEI



5 REASONS

to invest in CleanPrint





At Asahi Photoproducts, we see two converging trends in flexographic printing.

FIRST, brand owners are seeking faster time to market with higher quality packaging that stands out on the shelf. They want to achieve this at an ever-lower price point. And increasingly, they are looking for suppliers that can produce packaging with a reduced environmental footprint.

SECONDLY, packaging printers/converters are looking for ways to significantly improve efficiency in order to meet these demands while increasing quality to address the growing use of photographic images on packaging. They want to meet the sustainability demands of brand owners, but also understand there are benefits for their businesses as well, with less waste and a cleaner work environment.

Asahi CleanPrint flexographic printing plates enable packaging printers/converters to meet brand owner needs while also improving their own productivity and profitability.



5 →

REASONS

why flexo packaging printers/
converters should invest
in Asahi CleanPrint.



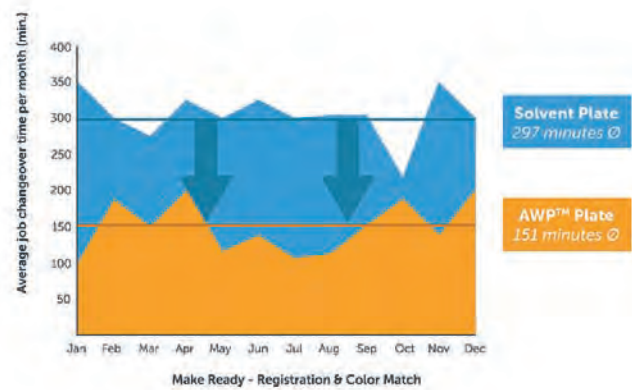
1.

SIGNIFICANT PRODUCTIVITY IMPROVEMENT

CleanPrint plates from Asahi Photoproducts have been specifically engineered by Asahi's chemical engineers to transfer all remaining ink to the printed substrate, reducing makeready time and ink consumption while delivering exceptional quality.

CleanPrint plates come up to colour faster and do not need to be cleaned as often as conventional digital solvent plates. Reduction of makeready times combined with fewer press stops for plate cleaning reduces substrate waste and creates a significant productivity improvement.

PRESS MAKE-READY TIME BY PLATE TECHNOLOGY



+ 50% REDUCTION OF JOB CHANGEOVER TIME

Asahi CleanPrint plates can consistently reproduce highlight dot sizes smaller than the thickness of a human hair, enabling precise, faithful reproduction of photographic images using flexographic printing technology.



2.

IDEAL FOR FIXED COLOR PALETTE PRINTING

The precise register of CleanPrint plates are perfect for a fixed color palette printing technique using a fixed sequence of colors on press.

Experience informs us that this technique can significantly increase efficiency from 50% to 85% by eliminating press washups between jobs. Using a fixed palette of inks also makes it easier to gang jobs for more efficient use of plates and substrates, improving time to market even more.



ACHIEVE MORE
THAN 90% OF
PANTONE COLORS

Fixed color palette printing is a proven approach that has long been successful in offset printing. Now, with the precise and predictable performance of Asahi CleanPrint plates, fixed color palette printing is viable in flexo printing operations as well. It can be implemented with CMYK inks, but even more can be gained with a 7-color range of inks, typically CMYK/OGV, which can achieve more than 90% of Pantone colors.

3.

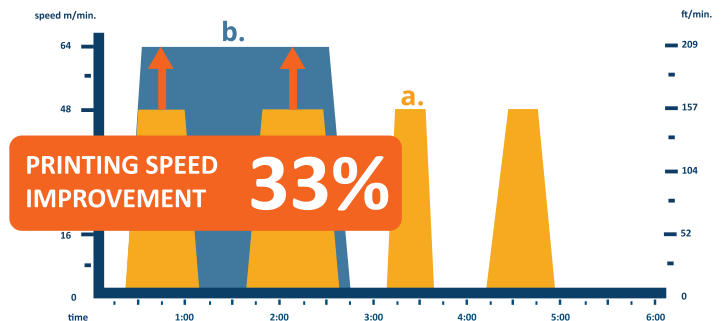
EXCEPTIONAL OEE



CleanPrint plates have been proven to deliver 30% or more improvement in Overall Equipment Effectiveness (OEE) and up to 50% reduction in makeready time across a number of companies using these plates.

This means that packaging printers/converters can produce more work per shift, increasing press uptime, reducing waste and driving cost improvements that can enhance the bottom line or be passed along to customers.

OEE & SPEED IMPROVEMENT



- a** Other plate
Press uptime plate a.
5hrs 15min to finish for 26,971 feet (8,221 m)
Net print time 2hrs 50min. @ 157 ft/mn. (48 m/mn.)
Downtime 2hrs 25min.
- b** AWP™ with CleanPrint™
Press uptime plate b.
2hrs 30min to finish for 26,971 feet (8,221 m)
Net print time 2hrs 9min. @ 209 ft/mn. (64 m/mn.)
Downtime 21min.



4.

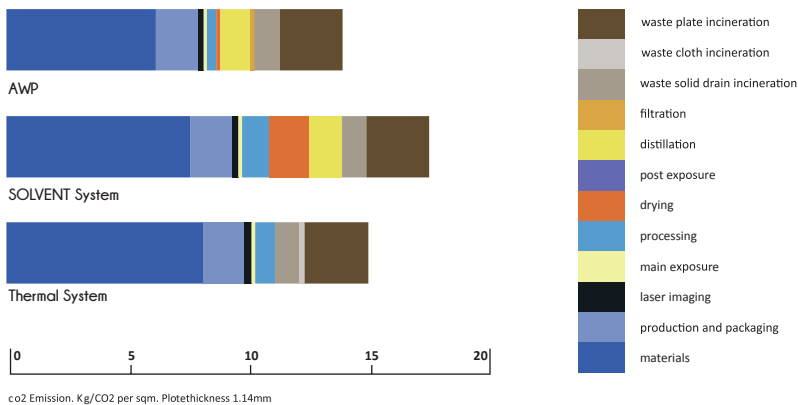
HIGHLY SUSTAINABLE

As regulatory agencies around the world place more stringent focus on environmental sustainability, Asahi Photoproducts continues to innovate platemaking technology with solutions that aim to produce plates in an office-type environment.

CleanPrint plates emit fewer VOCs in prepress and the pressroom. And studies show that water washable CleanPrint plates have the smallest cradle-to-grave carbon footprint when compared to solvent or thermal solutions. Less makeready waste and waste due to plate cleaning press stops adds even more environmental sustainability. And more efficient throughput means less energy consumption.

Not only does this help with regulatory compliance, it creates a safer, cleaner work environment for employees and results in a total process cost reduction.

PRODUCT CARBON FOOTPRINT



INNOVATE
FOR A BETTER
SUSTAINABLE
PRINTING
FUTURE

5.

MEETS THE WIDEST VARIETY OF FLEXO PRINTING NEEDS

CleanPrint was originally introduced with Asahi AWP™ water-washable plates and is now being migrated to other plate families as well, ensuring that CleanPrint™ plates will be available for the widest possible variety of printing needs.



AFP™-TPC



AWP™-DEW



AFP™-TSP



AFP™-TOP



AFP™-BFT H



PRINTING WITH A KISS TOUCH

Most recently, Asahi has introduced AFP™-BFT digital flexo plates that feature Built-In FlatTop and CleanPrint technologies for kiss touch printing with consistent printing quality and no need for special workflow or equipment.

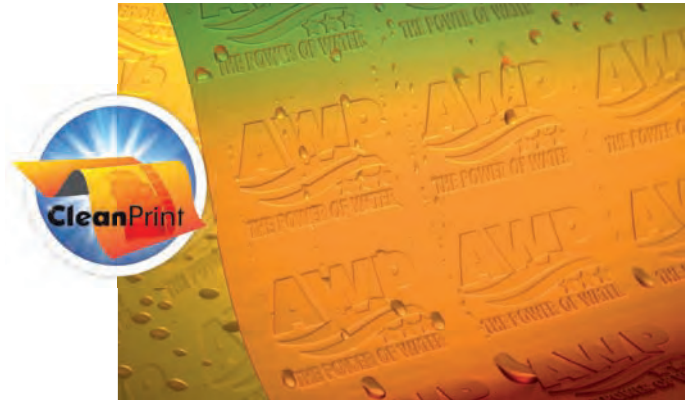
CleanPrint

THE HISTORICAL DEVELOPMENT OF THE NAMING CONVENTION EXPLAINED



BY DR. DIETER NIEDERSTADT

Since Asahi first brought to market its innovative flexographic plate technology that enabled complete release of ink onto the substrate for a cleaner image and fewer press stops for plate cleaning, our thoughts about the value of the technology have evolved. Our customers may remember that we initially called this technology Pinning Top Dot technology, since we were thinking about it from a technological perspective. Over time, we began to realize, based on customer experience, that the value went well beyond the ink transfer to the increased quality and productivity it enabled when looking at the entire process from the plate room to the press room. We also wanted a naming convention that was more descriptive; thus, the naming changed to Clean Transfer Technology.



Now, after several years of field experience with this technology, and as we migrate it to other plates within our portfolio to address a wider array of applications, we have come to understand that the value of the technology goes way beyond the quality and productivity benefits it enables. There are significant environmental benefits as well, especially with our water-washable family of plates. Not only does it eliminate the need for volatile solvents in the platemaking process, speed up the process to consume less energy and deliver the same high quality and press productivity (OEE) our customers have come to expect, but the technology reduces makeready times and waste as well as the amount of time the press needs to run.



All of these benefits add up to a much cleaner platemaking and flexographic printing process than can be achieved with any other plates on the market. CleanPrint embodies all of these things and aims to make flexographic printing a “CLEANER” printing process.



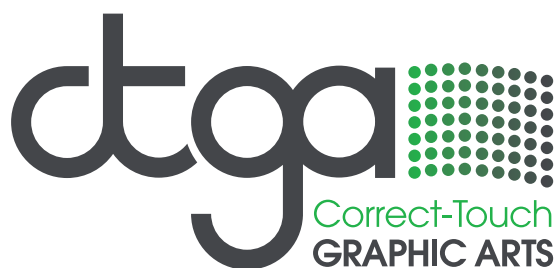
Asahi
Photoproducts

Asahi**KASEI**



creating for tomorrow

Distributed Exclusively in the U.S. By



Correct-Touch Graphic Arts
www.ctgraphicarts.com

Phone: 877.820.6301

Email: info@ctgraphicarts.com

4349 Old Santa Fe Road
San Luis Obispo, CA 93401