

A Winning Collaboration:

Superior Print Quality, Productivity, and Sustainability with DuPont™ Cyrel®, West Essex Graphics, and AMGRAPH Packaging

A story about how the DuPont™ Cyrel® technical service team and the West Essex Graphics prepress team came together to provide a remarkable, high-quality printing solution for a key customer.

West Essex Graphics, Inc. of Fairfield, New Jersey, an innovative pre-press graphic solutions provider and valued DuPont™ Cyrel® customer, was looking to gain new business with a printer. AMGRAPH Packaging, Inc., a premier packaging company based in Baltic, Connecticut, was interested in improving print quality by addressing the challenges of highlight issues and color inconsistencies as well as repeatability from job to job. West Essex believed that the optimal solution would

"It was an immediate 'wow factor' from AMGRAPH. After seeing the results of the initial one-color optimization trial, this incredible, vibrant result was what convinced us to move forward with the rest of the transition process."

– Ron Rex, VP of Manufacturing, West Essex Graphics

be the award-winning solvent plate, DuPont™ Cyrel® Lightning LSH, which is known for its outstanding density and highlight dot performance. As it turns out, West Essex's intuition was right: When AMGRAPH saw the first print, they were immediately impressed with the printing results that this cost-effective and more sustainable solution provided.

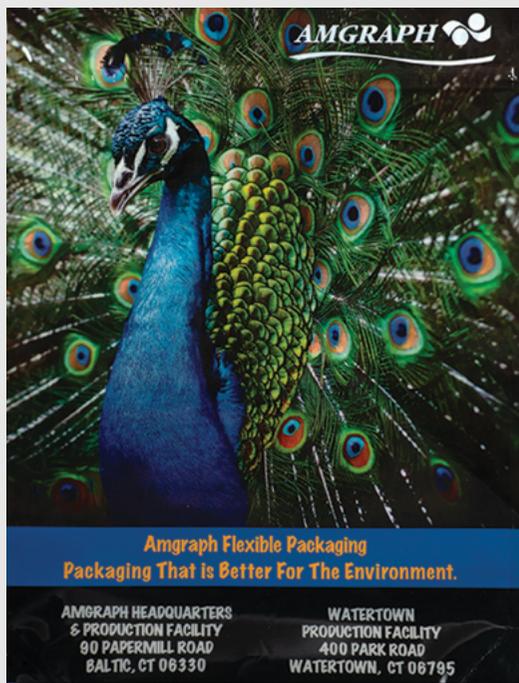


Exhibit A



Exhibit B

Before and After Print Sample Comparison:

Exhibit A (left) was printed using the previous plate supplier's solution while the vibrant colors in Exhibit B (right) were achieved with the introduction of the DuPont™ Cyrel® LSH Plate.

The Process

To begin using Cyrel® Lightning Plates, the process is similar to transitioning to any new plate and starts with both platemaking and print optimization. For platemaking, the specialized DuPont™ Cyrel® Technical Service team provides both on-site and remote assistance and training to ensure that the highest level of plate quality is achieved as quickly as possible.

“DuPont™ Cyrel® Solutions tries to equip customers like West Essex with everything that they need from day one to make the transition as quickly and seamlessly as possible. We want to be there in-person for our customers to walk them through everything step-by-step so that we are there to tackle any challenge that may arise in addition to personally training plate room personnel so that they can independently achieve the consistent, high print quality for which Lightning Plates like DuPont™ Cyrel® LSH are known. However, if a customer runs into any unforeseen challenges down the line, we are always just a phone call away, and do our best to be on-site within 24 hours if needed.”

– PJ Fronczkiewicz, North America Manager of the DuPont™ Cyrel® Solutions Technical Service Team

Once the plateroom is set up to produce qualified LSH plates, a one-color print optimization target is created for the printer. In the case of AMGRAPH, DuPont™ and West Essex worked hand-in-hand to assist with this step of

the process by being on-site during the optimization run. The two companies presented an overview and benefit summary of the plate technology to AMGRAPH.

Upon completion of the trial, the print samples were reviewed with the customer and the benefits of LSH's smooth ink laydown, fine highlight dots, and great dot reproduction could easily be seen. DuPont™ and West Essex selected the best prepress settings from the one-color test to move onto the next steps: fingerprinting and color characterization. From there, West Essex used their expertise in color management to interpret the results of these steps and implement the proper color calibration and compensation curves into trial jobs, collaborating closely with AMGRAPH's prepress team and the DuPont™ Cyrel® technical service team throughout the process.

After several successful press trials, West Essex began producing commercial jobs with the DuPont™ Cyrel® LSH Plate for AMGRAPH, all of which were successful.

“The whole process illustrates the success that can be achieved when proper planning, execution, and rigorous attention to detail come together, driven by a team of customers and suppliers that are passionate about helping one another reach their goals.”

– Tucker Norton, Global Business Director
DuPont™ Cyrel® Solutions



Benefits for All – In a Greener Package

UV-LED plate exposure offers several advantages over conventional UV bulb exposure. Perhaps, nothing is more important than the consistency seen across the plate as well as plate to plate. The special chemistry of Cyrel® Lightning plates is specifically tailored to work optimally with UV-LED exposures, which allows for the kind of consistent, high-quality prints that were so impressive to the West Essex and AMGRAPH teams.

“We were able to achieve a print quality that even surpassed the results that some printers may find with gravure technology, but at a significantly reduced long-term cost and a much better overall environmental footprint. We believe that the combination of more sustainable solutions which exceed quality expectations despite their smaller environmental footprint relative to other technologies will be increasingly attractive as the whole market demands greener solutions. This is especially true for customers like AMGRAPH, which strive to implement the most sustainable solutions possible, which is in part why we went with the DuPont™ Cyrel® Lightning Plate, LSH.”

– Ron Rex, VP of Manufacturing, West Essex Graphics

In addition to print consistency, AMGRAPH found that their ability to print fine highlights was also significantly improved without sacrificing the solid ink density. In the past, they had to strike a careful balance, and make some difficult tradeoffs – a tight-rope walk which is now eliminated with the introduction of the LSH Plate.

For West Essex, the rapid exposure time of the DuPont™ Cyrel® LSH Plate using UV-LED meant that they also did not have to trade in-house production efficiency for the optimal print quality that AMGRAPH was seeking.

The DuPont™ Cyrel® Solutions LSH plate is truly a win-win for both the plate room and the press room.

A Track Record of Success

DuPont™ launched the Cyrel® Lightning Plate family in October 2021 with the announcement of their first Cyrel® Lightning Plate, LSH. Since then, the number of users of the plate across the globe has significantly increased. West Essex began testing the plate in 2022 and the majority of their new work is now being converted to LSH.

“Our customers have been astonished by the quality, consistency, and 'beauty' of the highlight dots. The work is incredibly consistent, and the printing is sharp. We have never had the experience of achieving such a high-quality print with so much plate supplier support. It almost felt effortless, and the result was an amazing full-color print that practically jumped off the page.”

– Ron Rex, VP of Manufacturing, West Essex Graphics

AMGRAPH was so pleased with the improved *“print punch”* that the LSH plate provided that they initiated their own promotional bag. In fact, the colors were so vibrant that they suggested that DuPont™ bring them to their booth at the 2023 Flexographic Technical Association’s INFOFLEX Trade Show.

“Compared to a similar bag printed just a few years prior, with older plate technology, it was a 'night and day' difference between the new promotional bag and the old one. The 'pop' of colors was outstanding with smooth fades to zero.”

– Mike Drab, VP Sales and Marketing
AMGRAPH Packaging

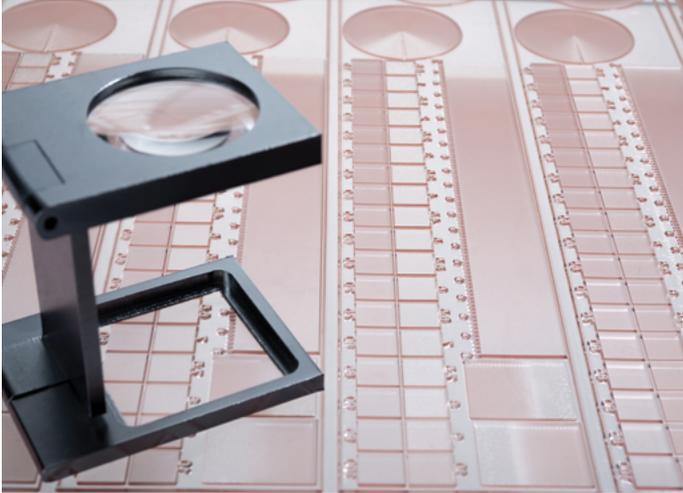
The exceptional print quality from LSH is the reason that AMGRAPH is quickly converting all of their new work to West Essex and DuPont™ Lightning plates. West Essex is also promoting these new technologies to their existing and new customers to improve print quality and consistency.

In the words of West Essex’s Owner, Tom Guth:

“West Essex strongly believes that the investment in new screening and in DuPont™ Cyrel® Lightning plates will be a strong differentiator in an increasingly competitive marketplace.”

– Tom Guth, Owner of West Essex Graphics

The benefits of the DuPont™ Cyrel® Lightning plate technology were first recognized with the prestigious Technical Innovation Award from the Flexographic Technical Association in 2022. The DuPont™ Cyrel® Solutions team is overjoyed that they were able to implement this innovative plate with West Essex and that packaging printers like AMGRAPH were able to experience the results of this award-winning collaboration firsthand.



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