

LUX

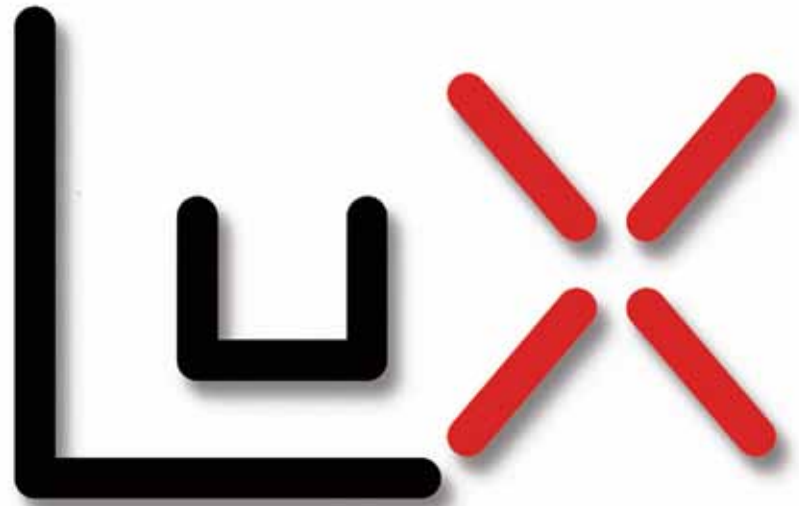
Platemaking Process

Take the Next Step in Flexo Printing with the LUX Platemaking Process

MacMermid's LUX platemaking process offers printers the opportunity to print like never before. LUX, an innovative process developed by MacDermid, produces digital plates with an expanded print gamut and reduces fluting for corrugated printers. Additionally, LUX improves the overall quality of print with smoother vignettes, higher contrast and faster press start-up.

This simple process works with existing digital plates from MacDermid, can be used with all flexo lasers, and does not require modification to existing exposure equipment. By adding this quick step, printers will be able to produce an enhanced dot profile, resulting in cleaner, sharper print. To learn more about how the LUX process can transform your digital print jobs, contact your JV Imaging Solutions Account Manager.

When you want to take your flexo print to the next level, count on the company that says, "Yes We Can", MacDermid.



Key Features

- Reduced Fluting
- Extended Print Gamut
- Improved Print Performance
 - Smoother Vignettes
 - Higher Contrast
 - Faster Press Start-Up

Segments

Flexible Packaging



Folding Carton



Corrugated



Tags & Labels



Sacks, Paper, Multiwall

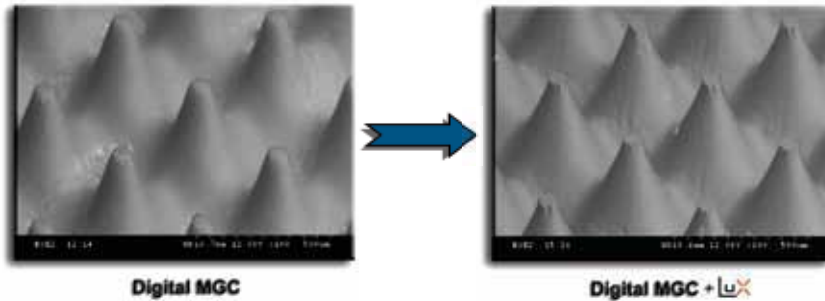


YES WE CANSM

 **MacDermid**
Printing Solutions

LUX

Platemaking Process



- Works with your existing digital plate from MacDermid
- Can be used with your existing digital laser imager
- Does not require modification to your existing equipment
- In one simple step, the LUX process can improve your print

The LUX platemaking process allows corrugated printers to substantially reduce the level of fluting evident in printed screens. LUX offers this improvement by changing the profile of the dot in the plate (see above). Furthermore, the LUX process incorporates 1:1 imaging between the digital plate mask and the printing plate, eliminating the need for a digital bump curve. LUX takes digital printing to the next level.

The LUX process requires adding one short and simple step to the platemaking process.

Reducing Fluting

Standard Digital Plate

LUX Process

LUX substantially reduces fluting in post-print corrugated applications.
(example 20% 85 lpi)

Extended Gamut

LUX provides essentially a 1:1 plate imaging process. The size of the dot in the mask is reproduced in the plate with no need to "bump" the highlight dots. Therefore, the plate maker has another 6% - 8% of tonal range (grey scale) available.

Improved Print

In addition to reduced fluting and extended gamut, printers using MacDermid digital plates made with the LUX process report a range of benefits including: smoother vignettes (reduction of hard edge); higher printed contrast; cleaner, sharper print; and faster press start-up.

The amount of benefit that you will see will depend upon the type of printing and your starting point.

Contact your JV Imaging Solutions Account Manager to find out how to see the benefits of LUX in your print environment.

YES WE CANSM

It takes more than innovative, high performance products and superior technical service to help our customers compete and win in today's global marketplace. It takes a total commitment to understanding their needs and the ability to provide the right solutions—every time.

When success is your only goal, trust the company that says "Yes We Can."

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