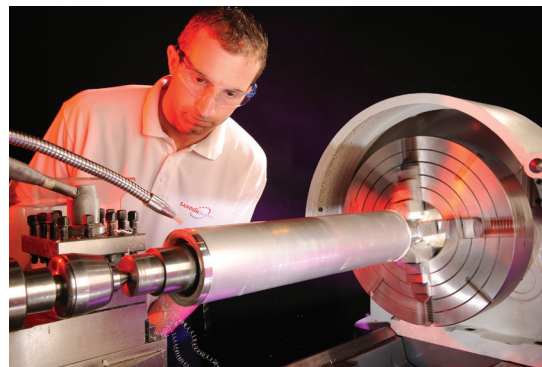


High Opacity White

- ✓ Rotary screen opaque white flexo replacement
- ✓ Reduce ink reticulation and improve ink lay
- ✓ Maintain flexo press speed
- ✓ No expensive screen heads
- ✓ More efficient job changes than screen
- ✓ Cleaner option than screen
- ✓ Available in a range of opacity levels



High Opacity White

The HOW engraving was developed over twelve months alongside some of Sandon Global's key printing partners in the flexographic industry. The target that we achieved was to print a rotary screen quality white flexographic replacement.

The standard engraving style for depositing heavy amounts of ink is a conventional 30° engraving. The HOW far out performs that out dated format and is specifically designed in order to deal with the highly viscous and troublesome nature of UV white ink. Pin-holing and reticulation on the surface of the substrate are often issues when printers attempt to deposit large amounts of ink using conventional engravings. The flowing nature of the HOW engraving allows difficult UV white ink to evacuate from the cells with ease allowing a smooth lay of ink across the printing plate and thus removing the inherent issues of pin-holing that we have come to associate with printing heavy white designs. Furthermore the cell structure of the HOW engraving retains a good control element, which allows the ink to displace itself

smoothly on the surface of the substrate. The control element of the HOW engraving works in stark contrast to conventional engravings which have a propensity at these high volumes to simply flood the printing plate with little finesse leading to text filling-in and subsequent poor print results.

Other major benefits for the flexographic printer have been the efficiencies that are apparent when utilising this technology. There is no need to reduce the speed of your flexographic press in comparison to printing slowly with screen, in fact live production has shown that print quality can even be enhanced by evacuating more ink from the HOW cells. In addition the job changeovers are of course more efficient than with screen and the clean up operation is far less demanding.

The HOW engraving is designed at four different volume levels dependent on the customers opacity needs and the size of text that they are printing.

| Product | Solid | Text | Screen | Application |
|---------|-------|------|--------|-------------------------------------|
| HOW 1 | ✓ | ✓ | Coarse | Opaque white with fine text |
| HOW 2 | ✓ | ✓ | Coarse | Opaque white with medium text |
| HOW 3 | ✓ | ✓ | ✗ | Rotary screen alternative |
| HOW 5 | ✓ | ✗ | ✗ | Special applications (adhesive etc) |

| Product | Specification | Supplier |
|---------|---------------------------------|---------------|
| Anilox | HOW Engraving Technology | Sandon Global |
| Ink | Uvivid Flexo JD Supernova White | Fujifilm |
| Plate | Soft-Medium Durometer | Various |
| Tape | Medium-Hard | Various |