**Partner case study**

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**Miraclon enables Zecher to deliver successful “Together for Golden Results” project with KODAK FLEXCEL NX Technology**

Zecher GmbH, manufacturer of anilox rollers for the printing and coating industry headquartered in Paderborn, Germany, successfully completed a project to demonstrate how consistent, high quality results can be achieved with a variety of packaging applications that are produced on flexo using CMYK process colours and advanced technologies. The project, executed in cooperation with a range of partners, including Miraclon that provided the plates, aimed to prove that uniform colour and image reproduction on a range of different substrates can be achieved using flexo, to ensure that the packaging communicate a brand’s identity and message consistently and provide consumers with an incomparable, positive shopping experience.

**An ambitious undertaking**

To maximise the practical relevance, complex images typically found on packaging for foods, coffee, tobacco, cosmetics and animal food were chosen. Subtle gradients in the highlights and fine details in the high tonal ranges were features shared by all the designs. A subject rich in contrast and showing a woman’s face completely covered in gold make-up proved to be a particular challenge for CMYK flexo printing. It was this subject that also inspired the motto for the project: “Together for Golden Results”.

Three applications were produced: flexible packaging (printed on BOPP film), corrugated preprint on 135 g/cm2 paper fully coated on one side, and a paper carrier bag made from 100 g/cm2 white-coated kraft paper.

Zecher anilox rollers equipped with Zecher’s SteppedHex engraving technology were used to print all three applications. This innovative engraving method is characterized by a unique, specially staggered cell geometry which helps optimize print quality.

**Three applications, one FLEXCEL NX plate technology**

All three applications were produced using FLEXCEL NX plates, made with KODAK MAXTONE SX Screening – which is optimized for the FLEXCEL NX System – and a 60l/cm (152 lpi) screen. “We selected FLEXCEL NX Plate technology based on its strong presence in the flexo market and the controlled ink transfer it delivers,” explains Jörg Rohde, Head of Application Technology at Zecher.

The technical resources for producing the flexible packaging application were made available by machinery and systems manufacturer Windmöller & Hölscher (W&H) at its Printing Technology Center in Lengerich, Germany. And, as the facility houses a FLEXCEL NX Ultra Solution from Miraclon, the flexo plates could be made on the spot.

The corrugated preprint application was produced at Christiansen Print in Ilsenburg, Germany, using FLEXCEL NX plates from SCHAWK Goslar, while the paper carrier bag was printed at Stenqvist Austria with FLEXCEL NX Plates from FLEX-PUNKT Druckformen GmbH.

**“Golden results” convince in every aspect**

There were delays executing the project owing to the COVID-19 pandemic. However, there was no denying the brilliance of the results once it was completed. Everyone involved was excited - not only by the colour consistency with remarkably close tolerances across all substrates, but also by the outstanding image quality in the gradients and fine details. The striking reproduction of the golden face using just the capabilities of CMYK flexo printing with no additional spot colours was similarly impressive.

“We succeeded in demonstrating the high colour consistency and comparable results that are achievable across a range of products and substrates with flexo printing today,” says Rohde. “The project confirmed that our Zecher SteppedHex anilox roller engraving technology facilitates the highest levels of colour consistency in different flexo applications, and the FLEXCEL NX plate technology from Miraclon helped us do that. Provided all process parameters are precisely matched, ‘golden results’ like these are entirely feasible under real production conditions.”

“We are delighted to be part of a project that pushes the boundaries of flexo printing,” adds Nilgun Turan, Marketing Manager, Europe at Miraclon. “With their unmatched stability, optimized ink transfer and the wide tonal range it delivers, FLEXCEL NX plates enable the large colour gamut that is a condition of applications like gold in CMYK – every time. The results of this project are clear evidence that innovation will continue driving flexo’s growing success in the market.”

Samples of these applications produced are available on request and can be ordered from Zecher GmbH at [marketing@zecher.com](mailto:marketing@zecher.com).

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**About Miraclon**

KODAK FLEXCEL Solutions have helped transform flexographic printing over the last decade. Now brought to life by Miraclon, KODAK FLEXCEL Solutions – including the industry-leading FLEXCEL NX System – give customers higher quality, improved cost efficiency, better productivity and best-in-class results. With a focus on pioneering image science, innovation, and collaboration with industry partners and customers, Miraclon is committed to the future of flexo and is positioned to lead the charge. Find out more at [www.miraclon.com](http://www.miraclon.com). Follow us on twitter [@kodakflexcel](https://twitter.com/KodakFlexcel) and connect with us on LinkedIn; [Miraclon Corporation](https://www.linkedin.com/company/miraclon-corporation/).

**About Zecher GmbH**

With continuous further developments and various innovations in the field of printing technology to its name, Zecher currently counts on over 70 years´ experience in the manufacture of anilox rollers. Their innovative engraving technologies such as the SteppedHex technology lead to process and cost optimization for the customer as well as first-class printing results. Many successful flexo printing projects have already been implemented together with customers and industrial partners. Find out more at [www.zecher.com](file:///C:\Users\iwoods\Downloads\www.zecher.com). Follow us on twitter [@ZecherAnilox](https://twitter.com/ZecherAnilox) and connect with us on LinkedIn; [Zecher GmbH](https://www.linkedin.com/company/zecher-gmbh/).