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**Innovation keeps Trisoft Graphics ahead of the curve**

*Pioneering flexo trade shop embraces new PureFlexo™ Printing from Miraclon*

Trisoft Graphics, based in Costa Mesa, California, is an innovative flexographic prepress provider that serves narrow, mid and wide-web flexible packaging and label printers

globally. Nearly 30 years ago, in 1993, the business was founded by President Tristan Zafra and partner Johnny Hong, who together identified a market opportunity that became the catalyst to build a full-service prepress business; delivering artwork design to press-ready plates for printers. Tristan recalls: “It was a time when a lot of prepress providers were primarily concentrating on quantity instead of quality of jobs and chasing lower-margin work. We decided there was greater potential and opportunity to serve more printers and their brand clients by focusing on efficient and high-quality work.”

Trisoft was an early adopter of KODAK FLEXCEL NX Technology in 2008 — being the first prepress customer west of the Mississippi. Tristan describes his first reaction to the technology: “At the time we were using digital plates from another major manufacturer, but when Kodak showed me FLEXCEL NX Technology, I’d never seen anything like it. We were used to getting dot sharpening with digital plates and bumping up the minimum dot to compensate. But with FLEXCEL NX Technology the MinDot was 1-to-1 — there was no distortion, no sharpening.”

In a vivid example of technological exploration, the Trisoft team tested their existing digital plate to try to replicate the FLEXCEL NX plate results. “To eliminate the oxygen layer, we wrapped the plate and got a flat-top dot. It was the same when we submerged the plate in water and exposed it. Our incumbent plate supplier wasn’t interested in exploring this further, and this unwillingness to change made the decision for me. We terminated our account and signed up for a FLEXCEL NX System!”

With FLEXCEL NX plates, Trisoft was able to give customers the quality they sought and delivered results that were predictable, consistent and efficient, says Terry Clark, VP of Business Development. “When we started using FLEXCEL NX Technology we were reaching GRACoL color specs almost instantly. We were pushing into the commercial printing color space, offering increased gamut with greater productivity. It was a big leap forward.”

FLEXCEL NX Technology and DIGICAP NX Patterning became the foundation for Trisoft’s proven formula, FleXtremePLUS+, enabling the flexo process to be pushed to even higher levels of consistency and quality. Tristan stresses that FleXtremePLUS+ is more than the plate and imaging technology alone. “It’s a combination of proprietary screening, separation, color management, and processing techniques and technologies that we’ve developed into a robust workflow over time. And it gives us a real edge over the competition — with FLEXCEL NX Technology and FleXtremePLUS+ we can go head-to-head with any other trade shop and win every time.”

**“Exceptional productivity is now a reality”**

Recently, Trisoft again embraced the opportunity to beta test new technology to enhance their platemaking capabilities and further sharpen their competitive edge with the addition of the KODAK FLEXCEL NX Print Suite for Flexible Packaging from Miraclon to enable PureFlexo Printing. “FLEXCEL NX Technology has been an outstanding platform to build on,” says Terry Clark, “and PureFlexo Printing takes productivity to a higher level. By controlling unwanted ink spread it reduces dot gain even further, making the process even more stable and allows for a wider latitude on press. It’s great to go out on press checks and see jobs coming up to color so quickly — sometimes even before they’re in register. This is a level of productivity we dreamed of years ago, and it’s now a reality!”

“The ability to demonstrate higher on-press productivity as well as outstanding quality is a strong closing argument in Trisoft’s customer offering,” says Tristan. “In a competitive consumer market, demand for so-called ‘good enough’ quality is shrinking as brands want stand-out packaging on shelf with vibrant colors, and fine detail. Brands and printers look to companies like Trisoft to invest in new technology innovations that extend the color gamut and can deliver their branding intent. With FLEXCEL NX and FleXtremePLUS+, we have that technology. Then add PureFlexo Printing, we hit the numbers on press so quickly and the pressroom productivity becomes exceptional.”

**A future of innovation and success**

Trisoft’s innovative implementation of FLEXCEL NX Technology, Trisoft’s FleXtremePLUS+ and PureFlexo Printing was recognized with Highest Honor as a Gold Winner in the 2021 Global Flexo Innovation Awards.

Tristan adds that the relationship with partners like Miraclon is a big part of the company’s success: “We appreciate working with a partner and team that value cutting-edge technology and the opportunity it brings to our business. Together we can push the boundaries of flexo, continuously innovating and delivering these benefits to our customers. Miraclon’s innovation success enables success for us and our customers around the world.”

**ENDS**

**About Miraclon**

KODAK FLEXCEL Solutions have helped transform flexographic printing over more than a decade. Brought to life by Miraclon, KODAK FLEXCEL Solutions – including the industry-leading FLEXCEL NX and FLEXCEL NX Ultra Systems – 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.

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