



## Flenex FW

### PRODUCT BROCHURE

High quality, water-washable LAM and analogue plates

**FLENEX**FW



## Overview

**The European print market has evolved significantly over the last 10 years, both in terms of customer demand and available print technologies. While downward trends have been common for many commercial print applications, printed labels & packaging continue to see growth.**

From a brand owner perspective, the drive is to improve product visibility and shelf appeal in store, while minimising operational costs and maximising production efficiencies. For label converters, this demand is driving the adoption of new technologies, particularly in the flexo process, the predominant technology in Europe for label conversion.

- ▶ Brand owners constantly strive to improve product visibility and shelf appeal in a cost-effective manner
- ▶ Pressure on printers & trade shops to offer quality and consistency
- ▶ Challenge for solution suppliers to address and even anticipate these trends





# Fujifilm solutions for labels and packaging

Fujifilm is a stable, long term partner focussed on delivering high quality, technically advanced print solutions that help printers and converters develop a competitive advantage and grow their businesses. The company's financial stability and unprecedented investment in R&D enable it to develop proprietary technologies for best-in-class printing.

## Labels and packaging

Fujifilm's expertise in the label and packaging market is diverse, with the company already a major supplier of aluminium plates to offset packaging printers and UV and LED UV ink to narrow web label converters. The company's infrastructure is therefore built around offering exceptional service for critical consumables purchases.

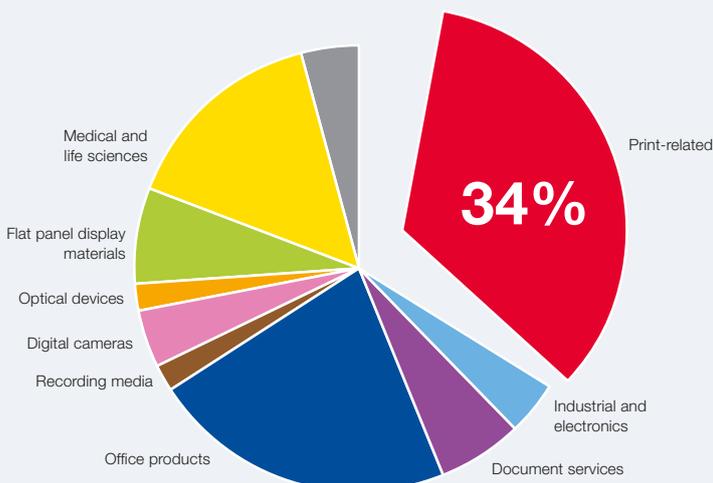
For label converters in particular, Fujifilm offers a comprehensive range

of flexo inks and associated products under the brand name 'Sericol' that are designed to maximise throughput and simplify label production. Whether it is simplifying the process of colour matching or reducing the cost of a more expensive production method, the right ink can have a major impact on the printing of a high quality label. And with a high density white ink within the Sericol range, Fujifilm is well placed to add value to any label production process.

Fujifilm offers high quality water-washable flexo plates for UV, LED UV, water and solvent-based ink applications, both for the label and packaging markets, but also varnishing plates for offset applications. In addition, Fujifilm's emerging inkjet portfolio means the company is also in an excellent position to offer high quality solutions for sample and prototype making, along with shorter run label and packaging production applications.



Technology	Label	Flexible packaging	Folding carton	Corrugated
<b>Flexo</b>	Flenex FW, Sericol	Flenex FW, Sericol	Flenex FW	Flenex FW
<b>Offset</b>			Superia plates	
<b>Digital - prototyping</b>	Acuity LED 1600 II	Acuity LED 1600 II	Acuity LED 1600 II	Acuity LED 1600 II Acuity LED 40
<b>Digital - production</b>			Jet Press 750S	Onset X HS Acuity F HVF



## Fujifilm and print

Fujifilm's business is diverse, but within this diversity is a focus on technologies that enhance many different types of print, with around one third of the company's total global revenue connected to print production.

Whether it's the printing of photos, newspapers or books for consumer use, document printing for office environments or posters and billboards advertising the latest brand campaigns, Fujifilm technologies are leading the way in improving the quality and efficiency of print production all over the world.



## Flenex FW water-washable plates

**FLENEX**FW

Flenex FW is a water-washable flexo plate that provides the highest print quality and productivity, while significantly lowering the cost-in-use compared to thermal, solvent or other water-wash plate technologies.

The key benefits of Flenex FW water-washable plates are:

- ▶ Total platemaking time under 40 minutes
- ▶ Highest flexo quality (200lpi, 1% process dot), depending on the conditions
- ▶ More output per shift for class-leading productivity



### Technology overview

Flenex FW photopolymer plates contain a special rubber-based compound that offers a number of inherent advantages over other elastomeric materials from which most other flexo plates are made. In particular, rubber is not oxygen sensitive, which minimises the effect oxygen in the air has on the dot shape and the complexity of the system to eliminate oxygen from the plate production process. The other advantages of a rubber-based plate material include:

- ▶ Reduced dot gain
- ▶ Better ink transfer for cleaner, brighter print results
- ▶ Faster exposure and washout times
- ▶ Much more durable
- ▶ Mild washout with water and dishwasher soap
- ▶ Reduced plate swell

### Compatibility

Flenex FW plates are compatible with leading Flexo LAM CTP devices such as Screen PlateRite FX, Esko CDI and Xeikon ThermoflexX Series, as well as with the main water-wash processors in the industry, and are capable of reproducing the finest detail.

Flenex FW plates are also suitable for UV, LED UV, water and solvent-based ink applications and varnishing plates for offset applications.





## High quality print

The Flenex FW water-washable plate system does far more than simply eliminate the need for solvents and wicking cloths. It delivers longer runs while producing a consistent 200lpi at 4,400 dpi, 1% process dot structure for superb high quality print, depending on the conditions.

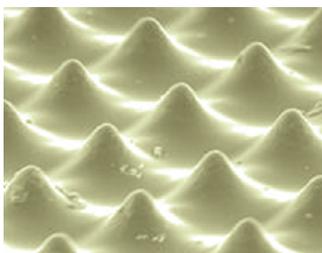
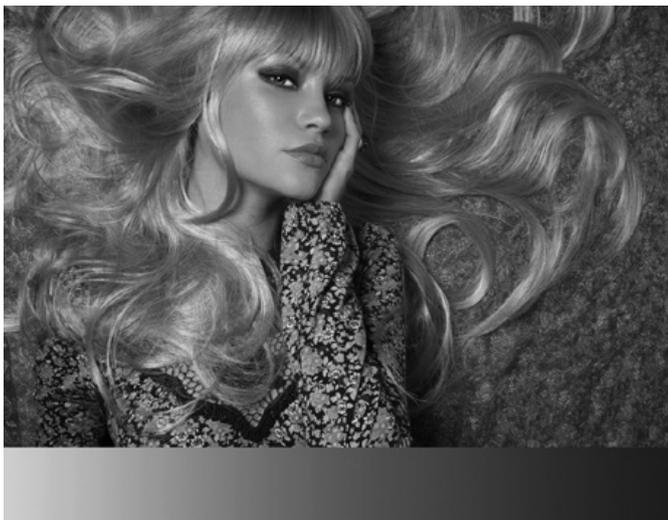


Original image

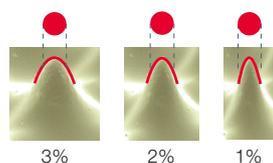
### Flat top dot structure

The rubber-based compound means a 1% flat top dot can be achieved without complex systems to eliminate oxygen, and results in lower dot gain. In addition, better ink transfer produces noticeably cleaner and brighter print results.

#### Solvent plate (round-top-dot)

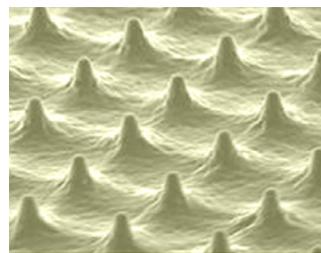


Round-top-dot

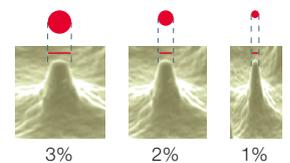


Poor gradation

#### Flenex FW plate (flat-top-dot)



Flat-top-dot



High gradation

### The benefits of higher image quality

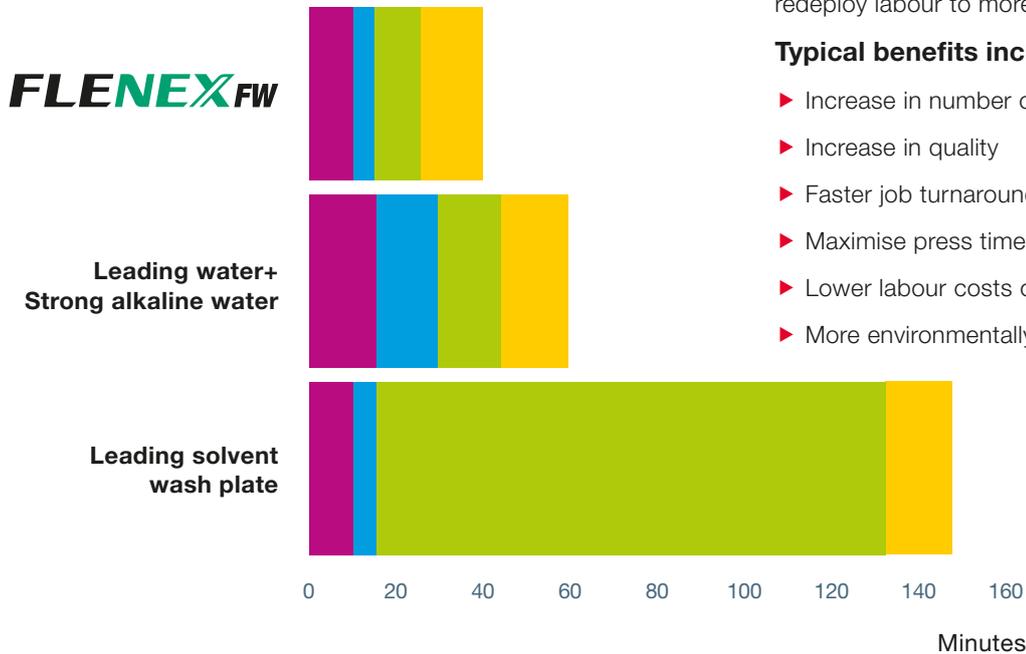
Opportunity to grow higher quality, high end business

Crisper, cleaner edges and bright colours

More consistent print results

## Flenex FW benefits your business

- Exposure
- Washout
- Drying
- Post-exposure and detack



### Higher productivity

Flenex FW water-washable plates reduce platemaking processing times to less than 40 minutes, 300% faster than leading solvent systems and 1.5 times faster than current thermal and water-wash technologies. Faster platemaking means more time on press and a dramatic increase in output per shift, freeing you to redeploy labour to more value-added activities.

### Typical benefits include:

- ▶ Increase in number of plates produced
- ▶ Increase in quality
- ▶ Faster job turnaround
- ▶ Maximise press time
- ▶ Lower labour costs or opportunity to redeploy
- ▶ More environmentally friendly plate making

### Lower cost-in-use

Because of the simplicity of Flenex FW plate processing, the expense of higher-cost solvent and thermal processors as well as potential upcharges on associated consumables is avoided. The Flenex FW system therefore represents the lowest cost in use for the production of flexo plates. Here is a simple comparison of the costs of solvent and thermal systems:

#### Additional costs of solvent systems

- ▶ Solvent used to process the plate
- ▶ Film or nitrogen consumables
- ▶ More expensive solvent processing equipment
- ▶ Energy use
- ▶ Waste disposal and associated regulatory and safety costs

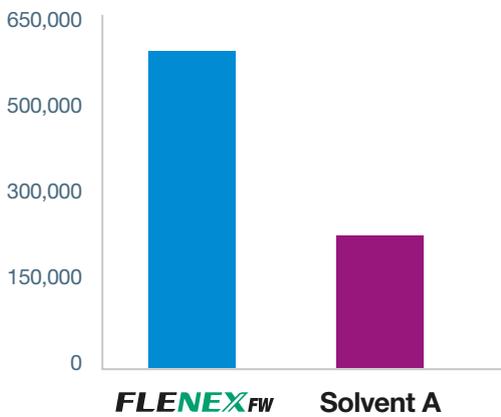
#### Additional costs of thermal systems

- ▶ Thermal wicking cloth and thermal processing
- ▶ More expensive thermal processing equipment
- ▶ Waste disposal and associated regulatory and safety costs



## More durable

Flenex FW is proven to deliver significant improvements in plate durability and reductions in plate swell, thanks to its unique technology. This means each plate is able to perform longer on press than competitive plates. This increases overall press uptime and results in longer print runs and greater overall profitability.



Flenex FW	Solvent A
590,051	262,467
Cartons	
OMET	
Coated Paper	
55 m/minute	
Digital 1.14 mm	

Flenex FW plates are more than twice as durable as solvent-based plates.

## Fujifilm and sustainability

Fujifilm’s basic approach to Corporate Social Responsibility (CSR) is to contribute to the sustainable development of society by putting into practice the Group’s Corporate Philosophy: “Our overarching aim is to help enhance the quality of life of people worldwide with leading-edge, proprietary technologies, achieving this vision through sincere and fair business activities.”

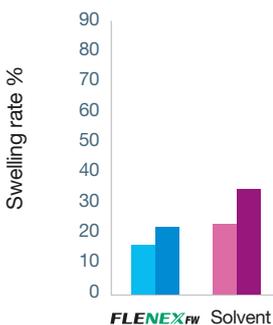
Fujifilm has a long history of responsible and sustainable business development, acknowledged regularly through its inclusion in the Dow Jones Sustainability and FTSE4Good global indices, and is proud to publish its results in an annual Sustainability Report.

## Less impact on the environment

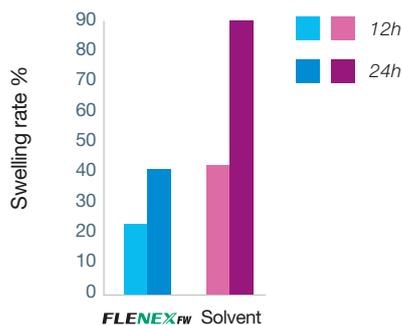
The processing of Flenex FW plates is accomplished with only a mild detergent. Not working with solvents is a huge benefit from a health and safety perspective.

## Plate Swell

UV-ink (Golden), 50°C



Monomer



In 12 and 24 hour plate swell tests, Flenex FW resulted in 25% to 45% less swelling compared to solvent plates.



## Specifications

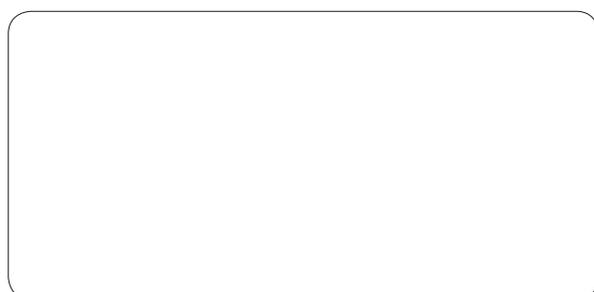
Main applications	Flexible packing, stickers/labels, envelopes, cartons, paper/plastic bags, varnish coating				Varnish coating
Plate types	Analogue plates	Digital plates			Analogue / digital plates
		FW-L	FW-L2	FW-FP	
<b>Support</b>	Polyester film 0.125 mm	Polyester film 0.125 mm	Polyester film 0.125 mm	Polyester film 0.188 mm	Polyester film 0.250 mm
<b>Thickness</b>	1.14 mm	1.14 mm	1.14 mm	1.14 mm	0.95 mm
	1.70 mm	1.70 mm	1.70 mm	1.70 mm	1.14 mm
	2.54 mm	2.54 mm			
	2.84 mm	2.84 mm			
<b>Size*</b>	610 x 762 mm	533 x 508 mm	635 x 762 mm	635 x 762 mm	850 x 1070 mm
	762 x 1016 mm **	635 x 762 mm	762 x 1016 mm	762 x 1016 mm	900 x 1200 mm
	900 x 1200 mm **	900 x 1200 mm **	900 x 1200 mm	900 x 1200 mm	
	1067 x 1524 mm **	1067 x 1524 mm **	1067 x 1524 mm	1067 x 1524 mm	
<b>Hardness (Shore A)***</b>	74/77/82 (°) 1.14 mm	74/77/82 (°) 1.14 mm	77 (°) 1.14 mm	78 (°) 1.14 mm	80 (°) 0.95 mm
	62/68/74 (°) 1.70 mm	62/68/74 (°) 1.70 mm	71 (°) 1.70 mm	71 (°) 1.70 mm	78 (°) 1.14 mm
	62 (°) 2.54 mm	62 (°) 2.54 mm			
	62/67 (°) 2.84 mm	62/67 (°) 2.84 mm			
<b>Ink compatibility</b>	Water-based ink	Water-based ink	Water-based ink	Water-based ink	Water-based/UV varnish
	UV ink	UV ink	UV ink	UV Ink	
				Solvent ink	
	Water-based/UV varnish	Water-based/UV varnish	Water-based/UV varnish	Water-based/UV varnish	

\* The number of sheets per case may vary by product grade. Please contact your Fujifilm representative with any questions

\*\* Only available in 1.14 and 1.70 mm thicknesses

\*\*\* Fujifilm measurements

Please contact your local Fujifilm partner or visit [www.fujifilm.eu/flenex](http://www.fujifilm.eu/flenex)



### For further information:

- Web** [www.fujifilm.eu/print](http://www.fujifilm.eu/print)
- YouTube** Fujifilm Print
- Twitter** @FujifilmPrint

