

Film For Flexo

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STAY AHEAD. WITH AGFA GRAPHICS.

FPPA 15th Annual Convention

Agenda



- **The Film Market**
- **Strategy and Commitment**
- **2012 Film Assortment**
- **Recording Film for Flexo Printing**
- **Service and Support**
- **Q&A**



The WW Film Market

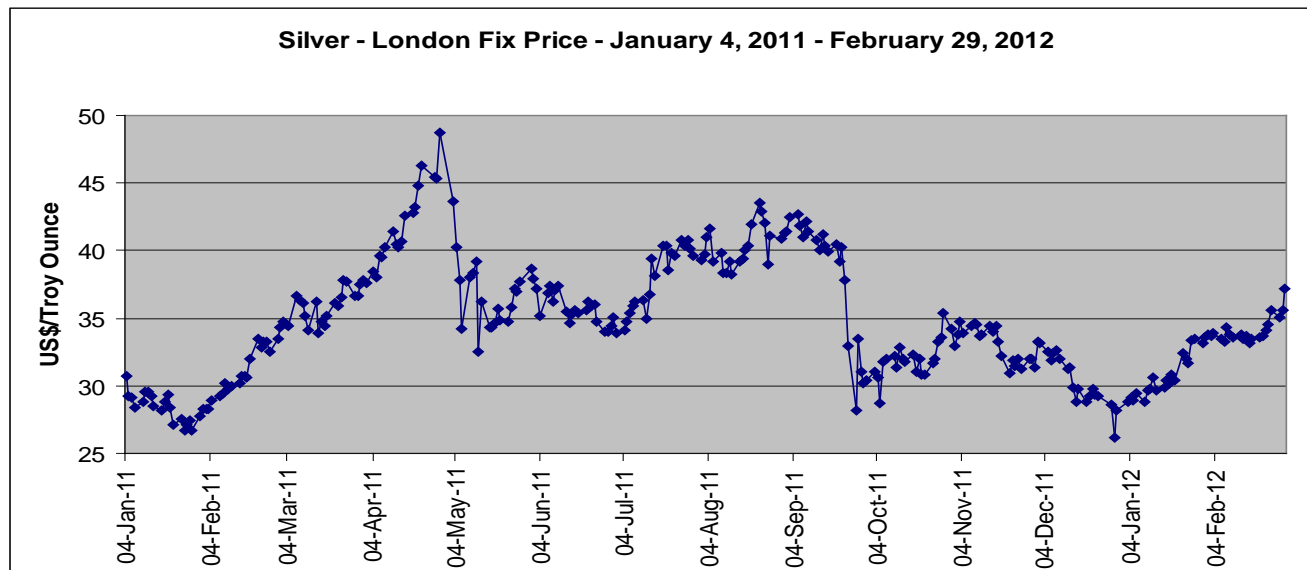


- **The 2011 WW film market is estimated at approx 100M square meters**
- **WW decline is expected to continue due to digital conversion in 2012 and beyond**
- **Agfa holds a dominant position in the single biggest film market, China**
- **Because Agfa dominates the film market in China and ROW, it guarantees that we remain committed to film customers worldwide**
- **Agfa's WW market share is currently more than 65%**

The Silver Market



- Last year at this time, silver prices were rising rapidly
- As a manufacturer, it was impractical to absorb rising silver costs
- On May 9th, 2011 Agfa implemented a silver surcharge on graphic film
 - **The surcharge % is based on the previous month's average silver price and your current price**
- The surcharge is in effect as long as silver prices remain above \$30/troy oz



Agfa Strategy and Commitment



- **Agfa Strategy**

- To continue the profitable manufacture of film to support
 - Commercial
 - Newspaper
 - Flexo
- Possible rationalization in the future
 - Based on minimum requirements for production
 - No changes in 2012
 - Advanced notification provided

- **Agfa Commitment**

- To serve the film market for the long term
- Will be “The last man standing” in graphic film



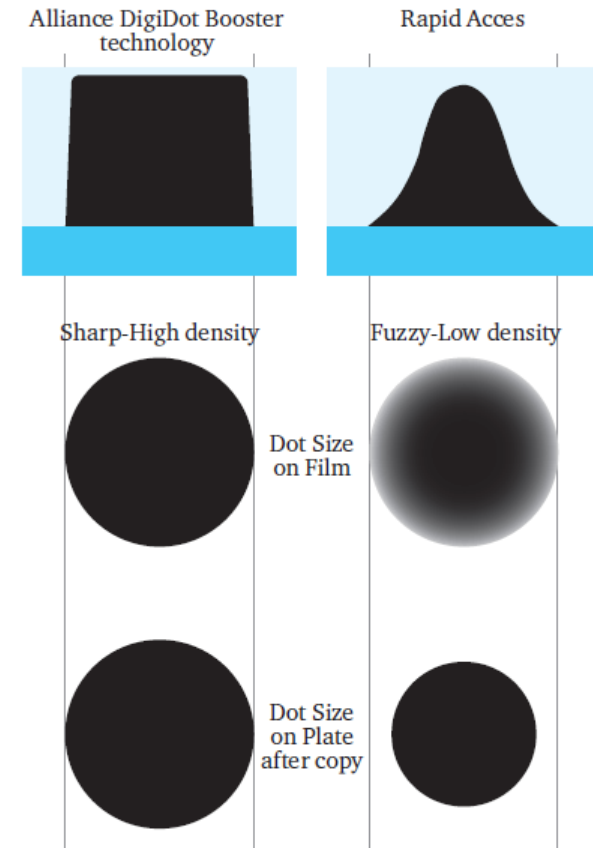
Agfa Graphic Film: 2012 Assortment Overview



Recording	DigiDot (=open hard dot)	HND I-FRM and I-FR7M
	Alliance (=rapid access)	HNS HNm Newsfilm LD IR
Camera	DigiDot (=open hard dot)	I-CQ
	Alliance (=rapid access)	CE
Contact	Alliance (=rapid access)	DL



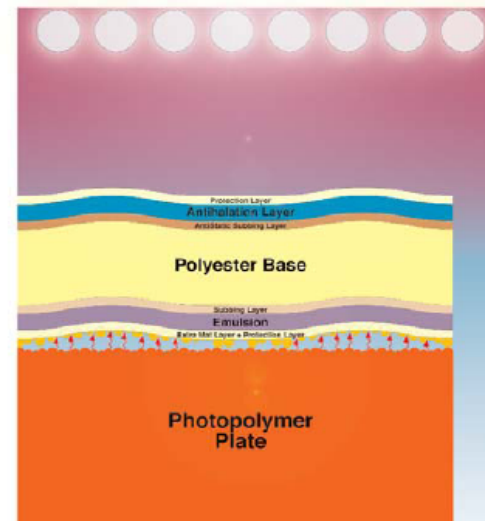
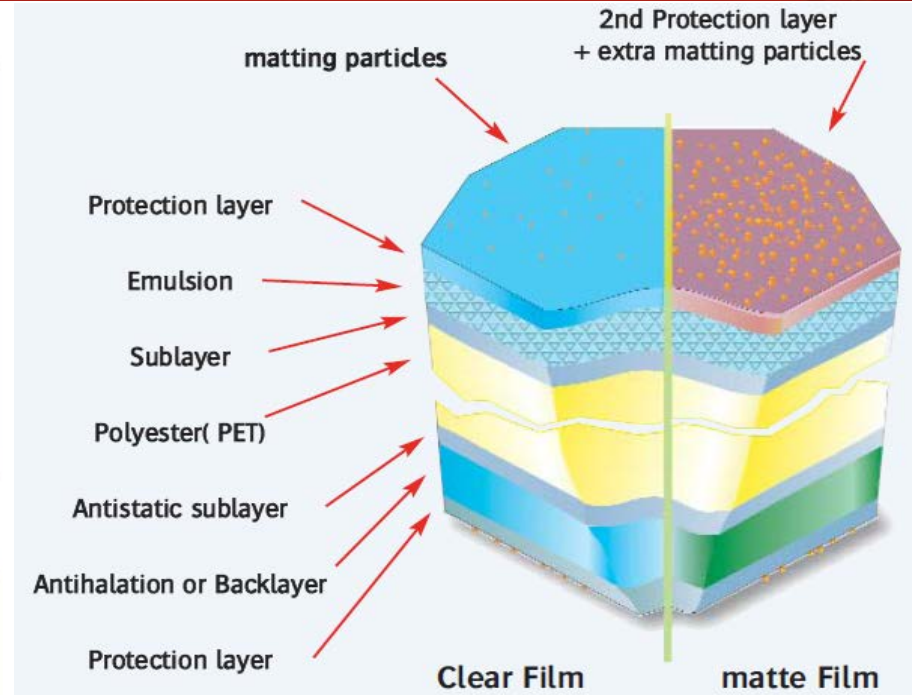
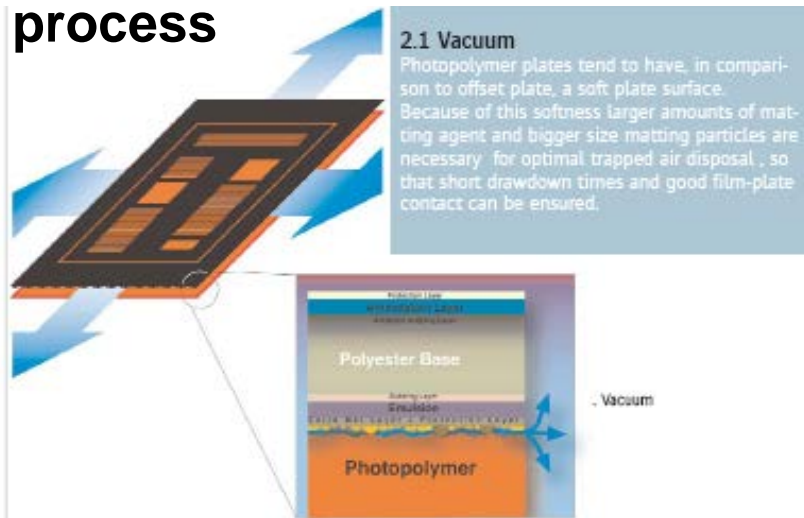
- **Agfa has a large assortment of recording matt films for flexo printing**
 - Alliance HNm
 - Rapid access
 - DigiDot I-FRM and I-FR7M
 - Hard Dot technology
 - Various specs and sizes to support a variety of imagers and applications



Matt Film Composition



- “Matt film” has a 2nd layer that contains more, larger matting particles up to 5µm
- Large matt particles on the film surface provide a pathway that allows for the evacuation of gasses for optimal drawn down during the polymerization process



2.3 Oxygen depletion

Matt particles on the film surface provide a pathway that allows any trapped gas-emission to bleed away uniformly. Thus preventing gas from getting trapped and forming a bubble which otherwise would result in bad film - plate contact, and causing a too high dotgain in these areas



- **Summarizing the strengths of Agfa matt films**
 - Emulsion technology – RA and HD
 - High practical density (4.0+), excellent edge sharpness for superior image quality
 - Good batch-to-batch consistency
 - Wide processing and exposure latitude
 - Open systems – both can be processed in RA chemistries
 - Matt layer technology
 - Large matting particles for optimal vapor emission and superior drawn down
 - Excellent anti-static properties before and after processing
 - 4 and 7 mil polyester base

Imagesetter Service and Support



- **Agfa is committed to servicing its imagesetter install base as long as possible**
- **Agfa continues to support the following engines**
 - :Accuset 800, 1000 and 1500
 - :Avantra 25, 30 and 44
 - :Aii3850
 - :Phoenix 2000, 2250



- **Technical Support**
 - 1-800-TRY-AGFA (800-879-2432)
 - Support for Film and Equipment
 - Technical Troubleshooting and Advice
 - Complaint Processing
 - Technical Consultants Available
 - 8am to 8pm Eastern Time



More Commitment...



- **Agfa continues to invest and bring to market new products and improvements that meets customer needs including**
 - :Alliance HNU – An economy (low silver) rapid access film for emerging markets
 - :DigiDot I-LD – A hard dot recording film for LED laser imagesetters such as the Screen Tanto
 - Release Date H2 2012

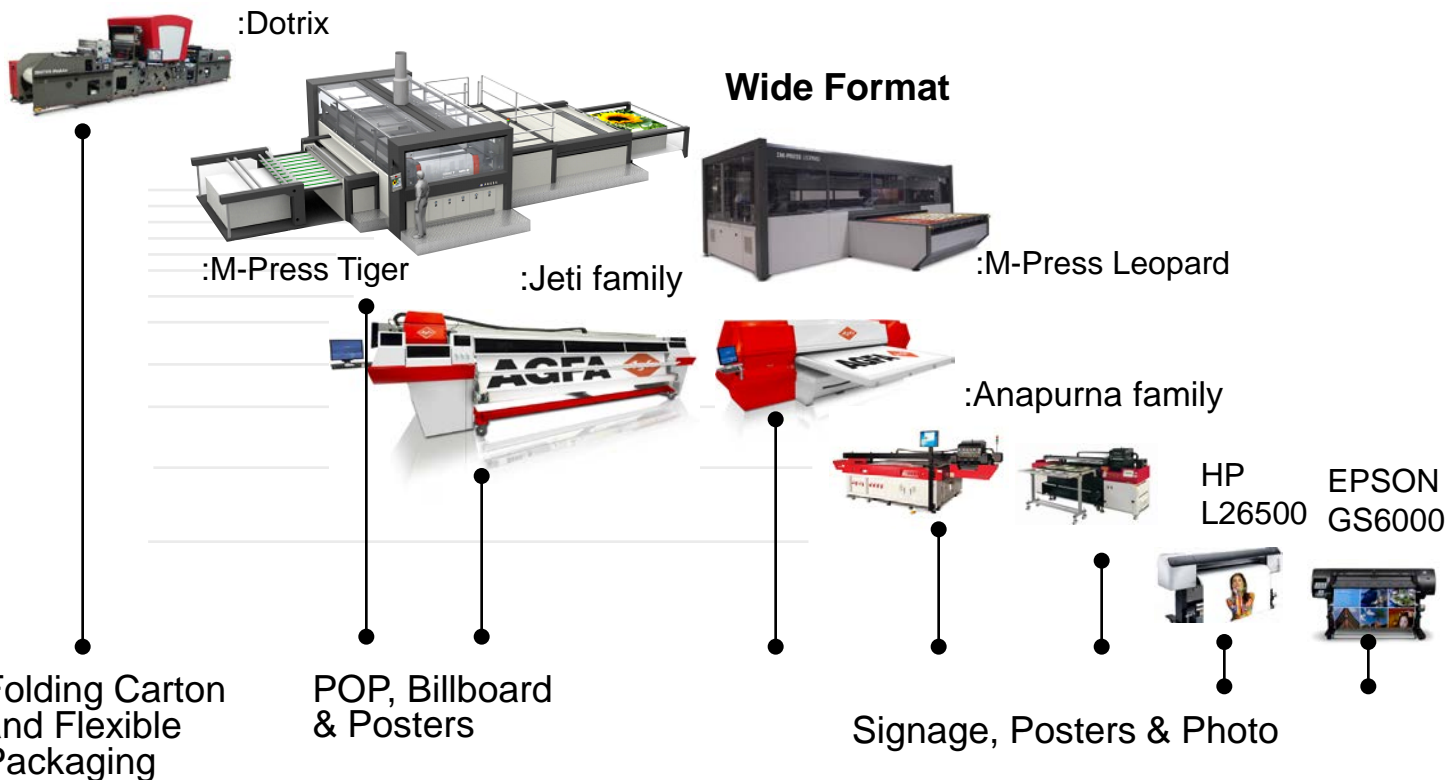


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Equipment



Consumables

- Flexible Media
- Rigid Media
- Digital Ink & Toner
- Finishing
- Accessories & Display Systems



Conclusion



- **With a large share of the WW market, Agfa remains committed to graphic film for the long term**
 - The broadest assortment including RA and HD matt recording film
 - Ongoing service and support
- **Agfa is well positioned to help our customers continue grow with new technology into the future**





Thank you

Stay Ahead. With Agfa Graphics.