



TM

# Technical Committee

February 2011

Tucson Arizona

# Your Technical Committee at Work!



# Updates

- Flexo Technology News
- Projects
- Tech-Tip Publication
- 2011 Technology Innovator of the Year Award
- 2011 Sustainability Entries

# Flexo Technology News

Economic Stimulus and Flexography in the News

# Flexo Technology News



Stimulus funds used to test new flat top dot technology ends in disaster!

# Flexo Technology News



Stimulus funds used to develop mobile laser plate imaging system.

# Flexo Technology News



Stimulus funds used to develop young flexographers a huge success!

# Projects

- .030” Non-PVC Carrier Sheets
  - Under development and waiting for new materials to test.
- Channeled adhesives
  - Being reformulated and waiting for materials to test.

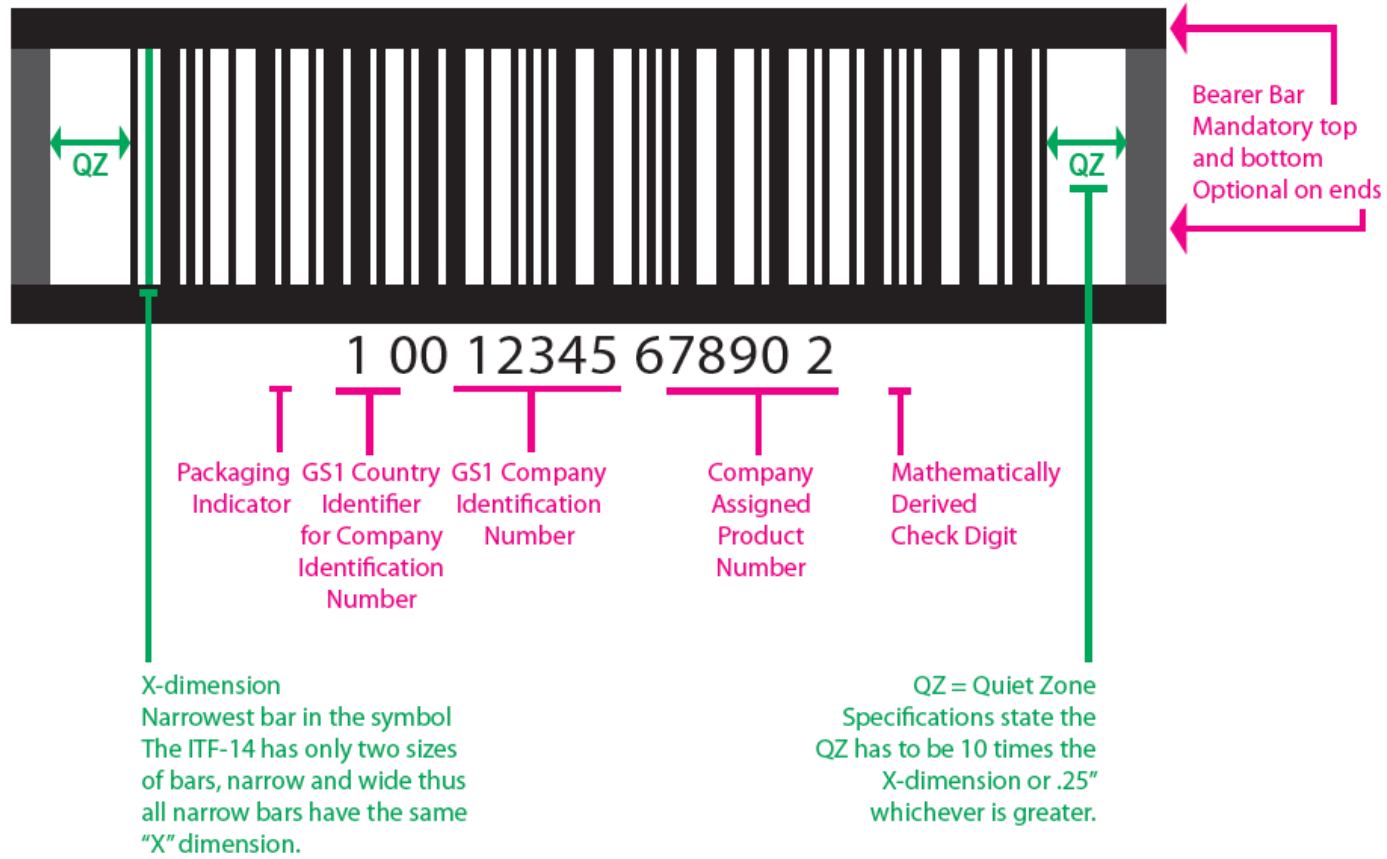


# Tech-Tip Publication

- Corrugated barcode verification problems due to high resolution verification equipment.
  - To be published on web site.
  - Available today.

# Tech-Tip Publication

ITF-14 Used in Retail and Food Service Supply Chain up to store shelf.



# Tech-Tip Publication

A problem some platemakers have encountered recently is that some corrugated barcodes are failing verification but scan properly in the field. A particular type of barcode verification equipment uses a CCD (Charged Coupled Device) scanning mechanism and is capable of measuring the QZ (Quiet Zone) down to .0001". Ink gains on corrugated may narrow the QZ below specification.

For the past 20+ years this small narrowing of the QZ has not affected the ability of the bar code to scan in the supply chain. However, printed bar codes may now fail verification for inadequate QZ when verified on this type of device.

Solution- extend left and right bearer bar by .06" outward thus increasing the QZ to compensate for bearer bar ink spread.

A typical barcode verification device of this type is made by Axicon.

[/www.axicon.com/7000.html](http://www.axicon.com/7000.html)

2011

Technology Innovator of the Year

**MacDermid – LUX**

# 2011

## Technology Innovator of the Year

- A. Please provide a brief description of your entry and include pictures and other material as needed.**

MacDermid's LUX Platemaking process allows printers to print better by changing the profile of the dot in the printing plate. This simple and quick process is accomplished by laminating a thin membrane layer to the surface of a printing plate after ablation, which prevents oxygen from interacting with the photopolymer during UV exposure, thus creating flat-topped dots. The flat-topped dots created by applying the LUX Process result in print performance that is as good as or better than offset and gravure.

MacDermid introduced the LUX Process on May 2, 2010. Since then, more than 20 installations have taken place around the world. The rapid adoption of LUX is due not only to its ability to create incredible print, but also because of its simplicity and affordability.

# 2011

## Technology Innovator of the Year

**B. What is this innovation intended to accomplish? What benefits are expected as a result of this implementation?**

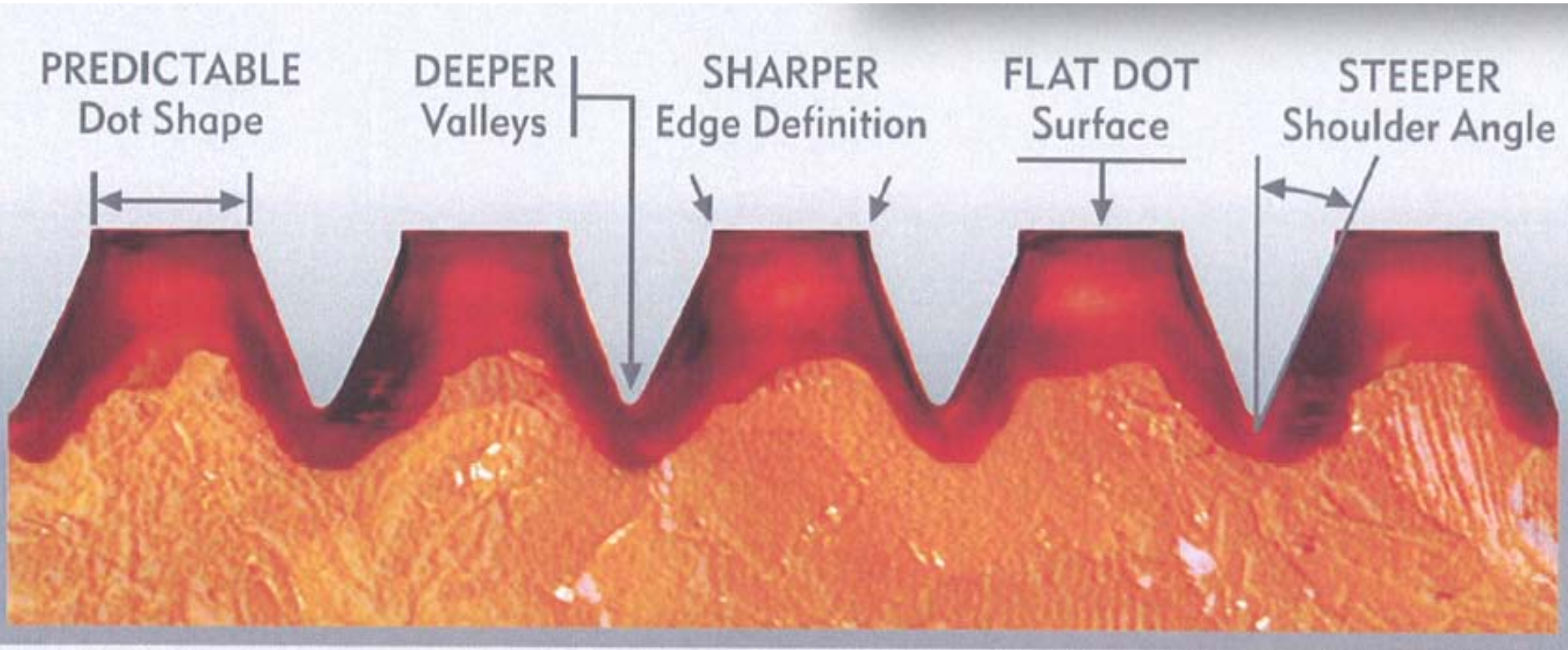
This innovation intends to provide printers a way to print better in a simple and cost-effective manner.

The LUX Process creates flat-top dots on plates. Flat-top dots allow LUX users to achieve unique dot shape and print characteristics. This unique dot shape allows for 1:1 mask-plate imaging and eliminates the need for a traditional bump curve.

The LUX Process can enable better print results by reducing fluting in corrugated, producing more consistent color runs and lowering mechanical gain. Less impression is required on press because plates processed using LUX are "type high". The LUX Process is also an enabling technology for hybrid screening techniques.

# 2011

## Technology Innovator of the Year



# 2011 Sustainability Entries

Entrants (in alphabetical order)

**MacDermid - Environmental Footprint  
Calculator**

**Rubberlite – Cushioned mounting materials  
incorporating recycled rubber**