

Press Release

Asahi Customers Sweep Flexographic Technical Association of South Africa Awards

Judges praised tight register, successful combination of solids and screens on the same plate and more

Tokyo, Japan & Brussels, Belgium, February 23, 2017 – Asahi Photoproducts, a pioneer in flexographic photopolymer plate development, is pleased to announce that its customers claimed a total of 24 awards, including eight Gold awards, in the 2016 Flexographic Technical Association of South Africa awards competition.

The FTASA Print Excellence Awards have been held in South Africa since 1997; first under the auspices of the Institute of Packaging and later independently. This competition focuses on printing quality and not innovation, design or origination, although the printer's skill in implementing these is taken into consideration. Judges in this competition apply very high standards in the judging process.

“We were extremely pleased with the performance of our customers in this prestigious awards competition and extend our congratulations to them,” said Dieter Niederstadt, Technical Marketing Manager for Asahi Photoproducts. “A common comment from the judges across many of the Asahi customers who were recognized with awards identified the tight register achieved with Asahi plates, as well as good solid ink laydown and very fine highlight dots, as key criteria in their analysis. In several cases, they also mentioned the ability to achieve fine dots and combined solids and halftones on the same plate. This feedback validates the efforts Asahi has made to bring best-in-class high-performance flexo plates to the market.”

Of particular note is the excellent performance of Golden Era Printers, who captured a total of 12 awards for New Era Labels, New Era Packaging and its Flexo Division, including four Gold awards. All Golden Era plates were made in-house, and the company used a variety of Asahi plates, demonstrating the value of the breadth of the Asahi product line in producing a wide range of quality applications. These included Asahi TOP™, DSH™ and DSE™ flexographic plates.

Other Asahi customer award winners included:



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- Taurus Packaging with four awards. Plates used included Asahi TOP and DSF, and plates were produced by Polyflex.
- Constantia Afripack DLC for its Tiger Brands Symphony Hazelnut White Chocolate flexible packaging, achieving a Silver award using Asahi TOP™ plates produced by Polyflex.
- DCB Plastics for its Gold Award for Bob Martin Complete Condition Meaty Chunks Lamb Flavor (Dog Food, 1.75 kg) flexible packaging using Asahi TOP™ plates produced by Polyflex. In granting the award, the judges declared, "This job leaves very little room for error." The company also received a silver award for the 8 kg version of Bob Martin Complete Condition Lamb Flavor dog food.
- ITB Manufacturing received three awards, two Gold and one Silver. The company used Asahi TOP plates produced by Polyflex.
- Flexible Packaging Converters used Asahi TOP™ plates produced by Polyflex to achieve a Bronze award.
- Amcor Flexibles was awarded a Gold for its Spar Instant Full Cream Milk Powder flexible packaging produce with Asahi TOP™ plates from Polygraphics.

"This outstanding performance by these companies demonstrates that flexographic printing is here to stay and continues to evolve. We are proud of their hard work and happy to be able to contribute to their success," says Sachin Sukhlal, Technical Sales Manager at Decoflex in South Africa, one of Asahi's most successful distributors. "As packaging design becomes more complex and increasingly graphical, the ability to deliver perfect register and clean white highlights with good ink density and laydown in the solid areas is critical. Also, Asahi plates are unique in their ability to produce fine dots and combined solids and halftones using a single plate. All of this adds up to higher flexographic quality and improved OEE for faster cycle times and profitability."

Asahi's solvent-washable AFP™-TOP flexo plates embody a unique design that ensures the highest possible quality print with the least amount of press downtime. Its Pinning Technology for Clean Transfer ensures exceptional print performance and enhanced press profitability. Asahi's AFP™-TOP flexo plates were used in 18 of the 24 award-winning applications.

Pinning Technology for Clean Transfer: The Details

A feature of many of Asahi's plates, Pinning Technology for Clean Transfer enables a clean ink transfer and prevents ink accumulating on the plate surfaces and shoulders in screen areas. This leads to fewer cleaning intervals and reduced press downtime, as well as significant quality improvements.

Pinning Technology for Clean Transfer allows a kiss-touch printing pressure setting. It makes use of low plate surface tension, made possible by a specially engineered Asahi polymer chemistry, to inhibit liquid flow. The ink forms a globule, with a large contact angle and high



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pinning point. This results in a cleaner and more homogeneous ink transfer from plate to substrate, helping flexographic printers meet the ever-increasing quality demands of their customers.

For more information about Pinning Technology for Clean Transfer as well as other flexographic solutions from Asahi Photoproducts Europe, visit www.asahi-photoproducts.com. For more information about the Flexographic Technical Association of South Africa and its awards programs, visit www.ftasa.org.za.

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Image captions

DSC_0616: Golden Era Printers Flexo Division received the Gold Award by using Asahi Photoproducts plates with Pinning Technology for Clean Transfer. The judge said: "This challenging job has been executed well with fine highlight dots and a good laydown of solids."

2) Kelloggs Special K Classic: With this project Golden Era Printers Flexo Division, received the Gold Award by using Asahi Photoproducts plates with Pinning Technology for Clean Transfer.

3) Gold Award Badge

About Asahi Photoproducts

Asahi Photoproducts is a subsidiary of the Asahi Kasei Corporation which was founded in 1971 holding its European Headquarters in Belgium, Asahi Photoproducts is one of the leading pioneers of flexographic photopolymer plate development. By creating high quality flexographic solutions and through continued innovation, the company aims at driving print forward in balance with the environment.

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