



Press Release

Asahi Photoproducts to Exhibit for the First Time at Labelexpo India

*A focus on quick, consistent and highest quality print with
Asahi AWP™ water wash flexographic plates*

Tokyo/Brussels, October 23, 2018 – Asahi Photoproducts, a pioneer in flexographic photopolymer plate development, today announced it will be exhibiting at Labelexpo India 2018, scheduled for 22 to 25 November at the India Expo Centre, Greater Noida in Delhi NCR. Asahi will be located in Stand M6 at the show. The company will be showing its AWP™ family of water-washable flexographic plate solutions featuring Clean Transfer Technology, including its new AWP™-DEW plate with washout speeds 2.5 times faster than previous plates, making it ideal for on-demand platemaking and a more efficient flexographic operation in even the busiest plants.

“We are always looking for new and better technologies for the Indian market, and demonstrating the AWP™ family of water washable plates at Labelexpo India promises to attract many visitors,” said Sunil Kokane, Product Manager for TechNova Imaging Systems (P) Ltd. India, Asahi’s distributor in the region. “At the show, we will be showing flexographic print samples printed using AWP™ plates imaged on an Esko Crystal XPS system whose simultaneous UV main and back exposure produces highly consistent digital flexo plates. Many companies in India have already heard about Asahi AWP™ plates, and they will be looking forward to having easier access to these outstanding plates.”

Kokane points out that these plates offer significant advantages, including high quality print and many environmental benefits, including the elimination of solvents. Asahi’s Clean Transfer Technology also reduces the number of press stoppages for plate cleaning, making operations much more efficient and allowing faster production times with less waste, even for very long runs. “Asahi’s product expertise and global quality leadership combined with TechNova’s wide market reach, exceptional customer support, efficient supply chain and vast distribution network, continues to create a winning synergy for our customers,” Kokane adds. “Our



partnership has been thriving for more than a decade, and we are excited that Asahi will be present with us for the first time at Labelexpo India.”

Asahi and TechNova experts will be available to speak with visitors about the Overall Equipment Efficiency (OEE) benefits of Asahi AWP™ plates. “Printing operations stand to reap huge benefits from moving to AWP™ plates,” adds Makoto Nagata, Assistant Sales Manager Overseas for Asahi Kasei/Asahi Photoproducts. “Companies like Czech-based [Cologna Press](#) are seeing press uptimes of more than 50%, up from 25% with their previous plates, and even report running a 22-hour job with one set of plates, no stops, and with very consistent quality from beginning to end. In our experience, AWP™ plates make these types of results very achievable for flexo printers.”

Visitors to the Asahi stand will be able to take with them a collection of UV flexo labels printed using AWP™ Clean Transfer and Esko Crystal XPS Technology.

Benefits of AWP™ Clean Transfer Technology

Asahi’s AWP™ Clean Transfer technology provides a viable alternative to conventional flexo printing plates. Its water washable printing plate technology does not require high temperatures or VOC-based solvents. It provides high register accuracy, making it particularly suitable for printing with a fixed color palette and enabling odorless production. In addition to saving time and money and reducing waste, it also supports energy savings, while assuring exceptional quality and brilliant prints with significant improvement in overall equipment efficiency (OEE) as compared to traditional flexo plates. All of this delivers the most efficient flexographic printing plates in balance with the environment resulting high quality printed materials.

For more information about Clean Transfer Technology and other flexographic solutions from Asahi Photoproducts, visit www.asahi-photoproducts.com.

---END---

Note to the media: To arrange a one-on-one meeting with Asahi executives either before or during the show, contact monika.d@duomedia.com.

Captions:

CTGA 2018

Print example for collection of UV flexo printed labels by AWP™ Clean Transfer and Esko Crystal XPS Technology

AWP plate

AWP™ plate

About TechNova

TechNova is recognised as one of the world's largest providers of a wide range of digital & analog imaging & printing solutions for a wide range of industries. Globally recognised as a pioneer, TechNova has introduced several new breakthrough technologies over the years. Each of its products has been a first of its kind in India, making its predecessor obsolete before its time.

About Asahi Photoproducts

Asahi Photoproducts was founded in 1971 and is a subsidiary of the Asahi Kasei Corporation. Asahi Photoproducts is a leading pioneer in the development of photopolymer flexo printing plates. By creating high quality flexographic solutions and through continued innovation, the company aims at driving print forward in balance with the environment.

Follow Asahi Photoproducts at   

More information is available at www.asahi-photoproducts.com and at:

Monika Dürr

duomedia

monika.d@duomedia.com

+49 (0)6104 944895

Dr. Dieter Niederstadt

Asahi Photoproducts Europe n.v. /s.a.

dieter.niederstadt@asahi-photoproducts.com

+49 (0)2301 946743

