

## Press Release

### **Asahi Photoproducts Targets Solvent ZERO at Labelexpo Europe 2023**

**Exhibit features water-wash and low-solvent flexo plates as well as a brand-new wastewater recycling unit**

**Tokyo, Japan & Brussels, Belgium, June 28, 2023.** Asahi Photoproducts, a pioneer in flexographic photopolymer plate development, today reported that it will be exhibiting at Labelexpo Europe, scheduled for 11 to 14 September in Brussels. Asahi Photoproducts, a subsidiary of Asahi Kasei, will be located in Stand 5a34 at the show, where visitors will be able to learn how switching from solvent-wash to water-wash plates can not only make their operations more sustainable, but also reduce waste, improve print quality, and speed time to market.

“We are pleased once again to be exhibiting at Labelexpo Europe, the leading trade show for the label industry,” said Dieter Niederstadt, Asahi Photoproducts’ Technical Marketing Manager. “

The majority of platemakers today still use solvent wash platemaking technologies, which often can generate unwanted odor in the ambient working environment. In this day and age, many people believe that the manufacturer should be environmentally sustainable and create balanced solutions for a better working environment.

The packaging printing industry should be taking proactive steps in this direction.

This means creating a better future for platemaking sites and taking care of the people who work in those facilities. Asahi Kasei has always been concerned about “life” and “living” and is now introducing what that means, step by step, for platemaking sites.

Asahi Kasei has developed a specific roadmap towards a Solvent ZERO solution that will help platemaking operations not only be more sustainable, but create a safer, more



enjoyable work environment for their most valuable asset – their employees – as they migrate to a Solvent ZERO operation. At Labelexpo Europe, the company will be unveiling this roadmap and helping visitors understand their best pathway to a Solvent ZERO future.

### **Breakthrough Water Recycling Unit significantly reduces wastewater and detergent usage**

At Labelexpo Europe 2023, Asahi Photoproducts will also be introducing its updated AWP™ waste water recycling unit for use with AWP™ plate processing systems. The Asahi Photoproducts water-washable [AWP™-DEW CleanPrint](#) flexographic plates have been [certified Carbon Neutral](#) by the Carbon Trust. In addition, to increase sustainability of its platemaking solutions even more, Asahi has developed this innovative water recycling system for AWP™ plate processing equipment. The unit features proprietary filtering technology developed by Asahi Kasei that reduces wastewater by 75%, and detergent usage by 40%. In a standard 10-hour-per-day plate processing operation, the system can process plates up to 38 sqm (410 sqft). This further increases sustainability in flexographic operations.

This filtering technology, under the brand Microza®, is Asahi Kasei's hollow fiber membrane separation technology that delivers cutting-edge water treatment capability, as well as a wide range of uses in other industrial processes. In the AWP™ wastewater recycling unit, this technology has been optimized to meet increasingly strict regulations on wastewater discharge. The filtering cartridge can be easily replaced, with the replacement frequency depending on the customer's plate production volume; and the small amount of treated wastewater can be collected by a contractor for disposal.

### **The Road to Solvent ZERO**

Carbon Neutral AWP™ and CleanFlat water-wash plates are the most sustainable approach to flexographic platemaking. At the show, Asahi Photoproducts will be distributing an informative [white paper](#) explaining why Carbon Neutrality is important, why the CleanPrint technology was a key element of obtaining this certification, and discussing both the process the company underwent to attain this important status as well as its plans for the future. In addition, as part of our roadmap to a Solvent ZERO future for those platemaking operations currently using solvent wash plate technologies, Asahi Photoproducts has introduced a [low-solvent consuming plate](#) that will help companies make the necessary transition to Solvent ZERO.

For more information about products and services from Asahi Photoproducts, visit us at [www.asahi-photoproducts.com](http://www.asahi-photoproducts.com). To schedule a one-on-one meeting with an Asahi expert for more efficient use of your time, contact [monika.d@duomedia.com](mailto:monika.d@duomedia.com).

—ENDS—

*NOTE TO JOURNALISTS: Please join us at our **Labelexpo press conference**, scheduled for Wednesday, 13 September, from 10:30 to 11:00 in the press conference center. We'll discuss Flexo Plates: The Road to Solvent ZERO, as well as share exciting news. To RSVP, please contact [monika.d@duomedia.com](mailto:monika.d@duomedia.com).*

### About Asahi Photoproducts

Asahi Photoproducts was founded in 1973 and is a subsidiary of the Asahi Kasei Corporation, which has a century of operating history. 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 harmony with the environment.

Follow Asahi Photoproducts at [!\[\]\(a03a7eb2f4046e1d3c76772003e549ea\_img.jpg\)](#) [!\[\]\(844169987a590ed8c7e31d5d18950e8d\_img.jpg\)](#) [!\[\]\(2af34e678d9364b2f32b7174f4964d2c\_img.jpg\)](#) [!\[\]\(70453908cab6780413d48bd2b8b15c53\_img.jpg\)](#).

More information is available at [www.asahi-photoproducts.com](http://www.asahi-photoproducts.com) and at:

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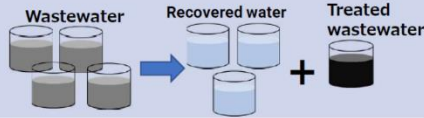




### Images/graphs & captions:



Asahi's new water recycling unit for the plate processor reduces wastewater by 75%, and also decreases the amount of detergent required in each cycle by 40%.

**Specification Data**

Waste Water Filtration	
Performance	Capacity: 1 batch = 200 l/5h - Waste water reduction : 75% 10 hours @ day = 24 (42x60 inch plates) <div style="text-align: center; margin-top: 10px;">  <p>The diagram illustrates the filtration process. On the left, four beakers labeled 'Wastewater' contain a greyish liquid. A blue arrow points to the right, where two beakers labeled 'Recovered water' contain clear blue liquid. To the right of these is a plus sign followed by one beaker labeled 'Treated wastewater' containing a dark black liquid.</p> </div>
Size (W × L × H) [feet]	Main Unit: 5.6" X 4.3" X 6.3"
Technology	Proprietary filter technology developed by Asahi Kasei  Exchanging filter module : every 2 years <div style="text-align: right; margin-top: 5px;">  </div>