

A thick yellow diagonal line runs from the top-left corner to the bottom-right corner of the page. There are also two thinner yellow lines forming a corner shape in the top-left and bottom-left corners.

Success Story Booklet Packaging

Kodak



Stability and improved workflow equals success for Saptagiri Packaging

Business Demand

Saptagiri Packaging of India has built a reputation for excellence in the packaging sector by investing in state of the art printing technology and delivering outstanding customer service. For many years it outsourced its plate making process. To better control quality across its operations and grow its business, the company looked to build its own plate making operation.

Solution

The company integrated a **Kodak Trendsetter Q800** Platesetter and **Prinerger Evo** Workflow to take the entire plate making operation in-house, leading to increased productivity, higher quality plates and a more efficient and sustainable print operation.

Benefits

- Excellent productivity with throughput of up to 23 **Kodak Sword Ultra** plates per hour

- Improved stability with **Kodak SQUAREspot** Imaging technology that delivers repeatable imaging with fewer plate remakes and adjustments in prepress
- Excellent image quality with 175-lpi screening; Optional 20-or-10 micron **Kodak Staccato** Screening creates photorealistic images.
- **Prinerger Evo** Workflow helps streamline processes and reduce the costs of production.

India does everything big, including packaging. According to the Indian Institute of Packaging, the sector is currently valued at US \$18 billion and ranks 12th in the world with a 15% per annum growth rate. The catalyst for this growth is a large and fast growing Indian middle class, which is currently 50 million and is expected to reach 583 million by 2025. As the middle class rises, a more organized retail sector has emerged necessitating the need for packaging, with essential products like food, beverage, milk, vegetable,

food grains and pharma driving that growth.

Saptagiri Packaging, a leading packaging printer in Mumbai with a 40,000 sq.ft facility and more than 100 employees has been investing in this sector for over 28 years. The company established a strong reputation among the most demanding multinational customers by delivering best in class package printing technology and an obsessive commitment to ensuring every job is a perfect job.

The company provides a diverse range of services to customers in the Consumer products, Food, Beverages, Pharmaceutical, Tobacco, Garments and Electrical sectors, including printing and conversion of Folding cartons, Holographic cartons, Lined cartons, Window cartons, E-flute cartons & Blister Back-up cards.

When the company started in 1985, they outsourced all their pre-press plate making to a number of different providers in the market. As a young company, this process made sense, as they were not interested in investing in a costly and complicated traditional wet chemical platemaking process. The tradeoff in cost savings, however, was often times given right back.

Nikhil Warriar, Executive Director, Saptagiri Packaging, commented: "For a company obsessed with the fine details, it was always very disconcerting when we would receive below standard plates from our vendors. A poor quality plate, at worst, can mean that we would have to re-order new plates at a huge cost to our productivity and the obvious problems with print quality."

With the rest of its print operations managed in-house, the company has built a formidable

print operation. Over 15 years, Saptagiri has continuously refined its sophisticated manufacturing operation. As it looked to further refine productivity in its operational processes and drive greater print quality standards and consistency, their plate making process registered as a key priority.

Arnab Maiti - National Business Manager, Commercial Imaging, Kodak India, commented: "Saptagiri's printing equipment is one of its largest investments, so they truly understand of how to evaluate new technology in the context of improving their overall business. Our conversations with their team were always focused on how Kodak's solutions could fit into their company's long-term growth strategy and ability to deliver on their customer promise."

After completing their market research, Saptagiri chose to go with **Kodak Trendsetter Q800** Platesetter, an external drum thermal CTP device which is ideal for offset packaging printers. To further streamline their operation, the firm also integrated **Kodak Prinerger** workflow solution, which is production-planning software that helps reduce the time spent by customer service representatives, production planners, and prepress operators preparing optimized production plans.

Nikhil Warriar commented: "Our decision to transition to Kodak's **Trendsetter** Platesetter and **Prinerger** workflow solutions has enabled us to have tighter quality control, fewer manual touch points and has lowered our overall production costs. We're much better positioned to deliver a seamless customer experience and scale our business to take advantage of emerging opportunities in the packaging

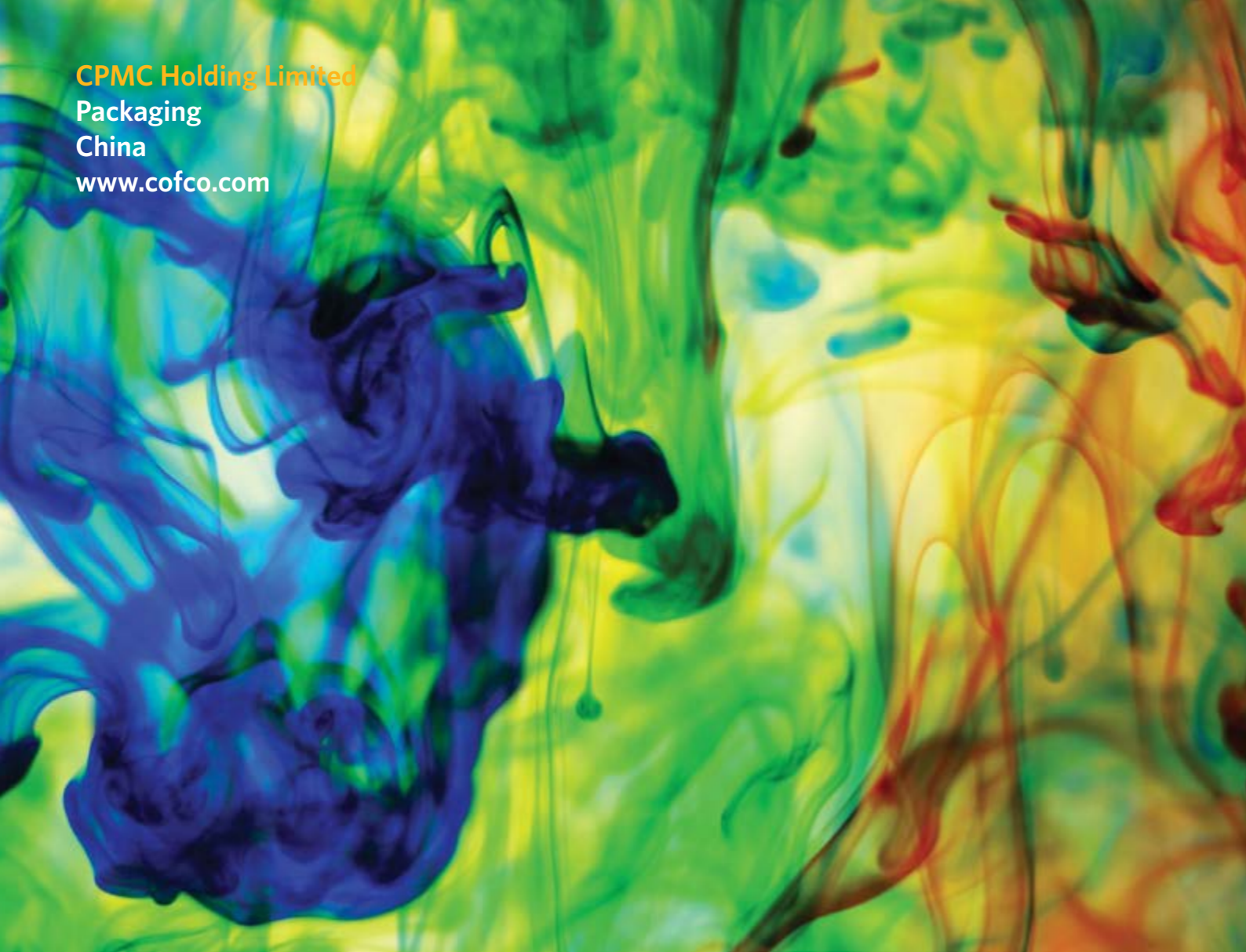
print market."

Before the company integrated **Kodak Prinerger** Workflow they outsourced to a pre-press bureau. Oftentimes, due to the vendor's standardized print profiles they were receiving poor quality plates that were not true to their press conditions. A recurring problem was an inability to match critical colors, which would require repeated re-proofs for each of these jobs.

Nikhil Warriar: "We have seen considerable improvement in our print quality due to **Prinerger Evo** powerpack including **Colorflow**. We now have customized profiles as per our press conditions. The result is an ability to match colors and get approvals much faster. The bottom line is a huge improvement in the consistency of our print quality for customers."

Kodak Prinerger workflow has helped Saptagiri transform a manual process into automated programming events, which results in time saved in their pre-press operation. The outcome is a unified workflow throughout their operations from pre-press to output on their off-set presses.

Kodak's Arnab Maiti added: "A key reason why Saptagiri has been so successful is that it has always focused on delivering predictable, stable quality print in an economical and efficient manner for its customers. That all starts in the pre-press process and with the **Trendsetter** Platesetter and **Prinerger** Workflow they are taking a step forward in ensuring stability flows through pre-press and onto the press with great imaging quality for its customers."



CPMC Holding Limited achieves greater productivity and color quality across five printing sites in China

Business Demand

CPMC Holding Limited, a leading metal product printing company in China looked to scale its operations to take advantage of growth in China's consumer product-packaging market. To stand out, especially among discerning international brands, they needed to improve their printing quality and ensure color accuracy and consistency.

Solution

CPMC integrated a **Kodak Magnus** VLF Platesetter with **Kodak Prinergy** Workflow and **Kodak Spotless** Software. This investment has provided CPMC with greater productivity in its print operations and significant print quality improvements.

Benefits

- Increased productivity with throughput of up to

- 20 **Kodak Sword Ultra** Thermal Plates per hour
- **Spotless** Software provides a wide color gamut so jobs do not require multiple runs through the press
- Excellent image quality with 175-lpi screening; 20- or 10-micron **Kodak Staccato** Screening creates photorealistic images

CPMC is one of China's leading metal printing companies, operating five metal product printing facilities and serving some of the most discerning local and international brands. Among the brands in its prominent client roster are Red Bull, Wanglaoji and Wahaha.

With consumer demand increasing across the country, the packaging sector in China is forecasted

to reach a total output value of RMB1.824 trillion in 2016, with a compound annual growth rate of 8% from 2013-2016. In 2012, the metal packaging sector experienced better development than other market segments, with operating revenue and total profit up 14% and almost 19% year-over-year, respectively.

Over the past ten years, CPMC has built a solid reputation in the market as a company with consistent quality and reliable delivery. With the market for consumer products expanding rapidly, the company sought to position its business to capture this growth, without compromising its reputation for consistent quality.

CPMC's success. Frequent spot color ink changes were increasing CPMC's prepress preparation time, resulting in lower printing efficiency and higher ink management costs.

Kodak helped CPMC develop 6-color inks (CMYK + 2 spot colors) to create a unique spot color library that allows the company to match over 80% of Pantone spot colors. For clients, this has meant a quicker and smoother process when working with the company's account managers. By eliminating the frequent color matching and ink changes on press, they have greatly improved production efficiency as well as reduced their ink costs. Plus, they are now able

"Our partnership with Kodak has enabled our company to implement marked improvements throughout our printing operations. The big benefit for our customers has been significant. We're not only working with them more efficiently, which means they can go-to market even faster, but we are delivering superior quality on a consistent basis." Zhengli Zhu, Technical Center Director commented.

"We had reached a stage in our business where we really needed to focus on driving improvements in our production process. Our current systems, while performing well, were not equipped to get us to the next stage of growth. In choosing new technology, our requirements were very clear. We needed to speed up our printing process and drive even greater quality gains for image quality and color definition."

With the advanced Kodak CTP platesetter, CPMC utilizes **Kodak SQUAREspot** Imaging Technology to replace the traditional film output process, improving product quality, processes and prepress quality control. The **Magnus** VLF Platesetter has been integrated into the company's prepress plate-making process to help reduce costs at its Hangzhou headquarters and subsidiaries in Panyu, Chengdu, Tianjin, and Wuxi.

Spotless Software is key to

to combine jobs that traditionally required separate print runs.

These color recipes are stored in a color library within **Prinergy** Workflow. No changes are required to native application files, no plug-ins or preprocessing. CPMC builds and deliver composite documents, and **Spotless** Software handles the files in a fully automated way within **Prinergy** Workflow. **Kodak ColorFlow** Software helps CPMC's customer's achieve the goal of consistent color across output devices.



Grafiche Esposti Achieves High Quality and Sustainability for Very Large Format and Packaging Customers

Business Demand

Grafiche Esposti of Mantua Italy, is a family owned printing business operating since 1979. The firm looked to find a way to combine the color fidelity and high-quality images required for its customers' display stands with a more sustainable print production process.

Solution

Grafiche Esposti integrated a **Kodak Trendsetter** VLF Platesetter and **Kodak Sonora** XP Process Free Plates to increase overall print quality, while reducing processing costs and reducing its environmental impact.

Benefits

- Increases productivity with fast imaging and the removal of the processing step, while maintaining excellent print quality.
- Reduce costs and increase sustainability through elimination of all chemistry, water, equipment and energy in the plate making process.

In 1979, Giovanni Esposti, who was already working in the field of photolithography, founded his own firm - called Fotostudio Esposti - to supply advertising and industrial photographic services to local, national and international companies, especially those producing toys. In 1981, encouraged by the success and loyalty of his customers, he founded Studio E, a successful company combining photography and photolithography. In 2000, the company became Grafiche Esposti, following the involvement of Giovanni's sons Marco and Stefano.

In the words of Marco Esposti, the company's current technical and creative director, "Without quitting photolithography, which is still the core and essence of graphics, our activity has shifted to printing. Our years of experience in photolithography have helped us to maintain our strengths, such as color fidelity and the quality of our work. Our venture into the world of packaging

and offset printing began when we started printing high numbers of display stands for important firms in the sector. Coming back to this market more and more often, we came to love this creative and highly diversified sector, to the extent where we designed new cardboard products. The most difficult part of designing a display is combining creativity, cost efficiency and ease of assembly. Today, all of our work is carried out for direct customers only."

Grafiche Esposti produces for various sectors: food, toys, cosmetics, glues, stationery products, stockings, etc. Customers include major names national and international brands. In fact, the company took the decision to target high-quality customers who would, in addition to supporting its commercial expansion, also stimulate technical and creative growth.

Grafiche Esposti has a complete prepress department that already comprises a **Kodak Prinergy** Workflow System. When the company wanted to find a way to combine the color fidelity and high-quality images required for its customers' display stands with more sustainable print production processes, it turned to Kodak for its technical know-how.

The result was an investment in the **Kodak Trendsetter** VLF Platesetter and **Kodak Sonora** XP Process Free Plates. The plates eliminate processor costs and reduce environmental impact by removing the need for chemicals. This reliable and robust system guarantees accurate, stable exposure thanks to **Kodak SQUAREspot** Imaging Technology and has proven to

be highly productive. However, the real innovation at Grafiche Esposti was the decision to use 0.4 mm (0.15 inches) **Sonora** XP Process Free Plates in formats of up to two square meters (21.52 square feet), a sector first.

As Silvano Finelli, owner of the Kodak plate distributor F.Ili Finelli, explains, "Color fidelity needs to be perfect for display stands. The **Trendsetter** Platesetter and the **Sonora** XP Process Free Plates ensure this. There is no chemical processing because the thermal plate is process free and the screening on the plate is clean and unaltered, rendering printed images of better quality than those from processed plates. What's more, moving to process-free plates had no negative impact on operations. On the contrary, the detail is finer and registration is better. With the **Trendsetter** VLF Platesetter, after exposure the plate is mounted in the printing machine. Just a few rotations of fount are needed before starting production since the plate is ready to transfer ink immediately and very efficiently, producing extremely precise and sharply outlined dots."

Grafiche Esposti has demonstrated that incredible results can be achieved with the right mix of technical know-how, flexibility, creativity, passion for the job and an endless drive for innovation. These factors have combined to put the company at the forefront in design and in offering customers innovative packaging solutions, in a constant quest to satisfy their demands

"Our lean structure, prepress experience and continuing investment in technology allow us to guarantee quick service,

quality and flexibility," says Marco Esposti. "Our customers are not only satisfied with the quality of the results, many brands are highly conscious of the environment so they also greatly appreciate the fact that their displays are printed using plates with a low environmental impact. This is especially important in the food sector. For us it is a value added factor that is sure to attract new customers," Mr. Esposti adds.

The company's latest cause for celebration was winning first prize in the exhibitors' category for short-term cardboard displays at the third edition of DIVA (Display Italia Viscom Award), an international competition organized in collaboration with Display Italia, dedicated to the best display solutions for POS. Grafiche Esposti produced a very unusual and functional totem designed by Marco Esposti - a coffee capsule dispenser with a special internal mechanism made of cardboard. In the words of the chairman of the jury, a professor at the European Institute of Design, "A stroke of genius in producing a product never before imagined, made of a recyclable ecological material such as cardboard."

Olivier Claude, General Manager for Print & Vice President Commercial Business EAMER, Kodak comments, "Esposti's award winning approach to print led it to invest in our leading environmental solutions that also deliver on that all-important question of quality. We hope this latest investment will spur them on to gain even more industry plaudits."

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Kodak helps Jinan Hongjinlong capture China's emerging Pharmaceutical bar code market

Business Demand

Jinan Hongjinlong Printing Company of China has specialized in pharmaceutical printing for over 15 years. With a government plan to introduce new regulations for higher standard bar codes for pharmaceutical packaging, the company saw an opportunity to evolve its printing technology to grow its business.

Solution

The company has integrated the **Kodak Versamark DS5300** Printing System to handle all its precision bar-coding needs.

Benefits

- High throughput speeds - up to 500 fpm (stable running speed: up to 120 m / min)
- Up to 300 x 600 dpi
- Excellent printing quality

Jinan Hongjinlong Printing Company of China has specialized in pharmaceutical package printing for over 15 years. As a leader in this competitive market, the company has been committed to investing in advanced printing, finishing and inspection devices to ensure consistent quality in its service.

A growth oriented company, its General Manager, Cheng Shijiang, recognized a major opportunity to position his company to take advantage of new regulations being introduced for this fast growth sector. In 2011, China's State Council issued the 12th Five-Year Development Plan (2011-2015) for Pharmaceutical Safety Standards. An important component of this new policy covers electronic supervision of barcodes. For some of China's provinces with high drug output figures, it is required that 80% of the drugs should add barcodes in 2012. While assessing the requirement of this new regulation, Jinan Hongjinlong Printing identified several factors that

needed to fall into place before they could confidently grab their share of this emerging market.

At the end of 2011, Jinan Hongjinlong turned to Kodak for advice and decided to purchase the Kodak & Dragon high-speed electronic supervision barcode printing solution, including the **Kodak Versamark DS5300** Printing System. The company installed one **Kodak Versamark DS5300** Printing System with 5 inline print heads, creating a powerful electronic supervision barcode printing solution.



The benefits have been numerous for Jinan Hongjinlong. On the quality side, which means customers get accurate and readable bar codes, the system provides accurate positioning of the feeder and consistent printing quality. At high-speed, the readability rate of horizontal and vertical barcode is 98%, which is above B level. It's able to achieve this quality rate in part because of the machine's high stability, which is backed by continuous inkjet printing with the pressure ink supply system. The system has also helped to drive greater efficiencies through the effective combination of a high-speed platform and high-speed inkjet devices, which enables printing speeds of up to 152 m / min (stable running speed: up to 120 m / min).



Mr. Cheng commented:
“Given our company's experience working in the pharmaceutical sector we had a lot of confidence in our current technology and operations. However, the new regulations being introduced required an entirely new level of sophistication to serve a large market with repeatable quality. So when we set out to evaluate new printing technology, we prioritized printing speed, productivity, efficiency, quality, as well as an ability to reduce costs.”

“The Kodak Versamark DS5300 Printing System has enabled our company to walk confidently into this new market and offer our customers a quality solution that is customized for China's pharmaceutical barcode printing standards. The readability rate of horizontal and vertical barcodes is 98%, which is above B level. In addition, we've increased the speed of barcode printing, which is enhancing our business productivity and driving our production costs down”



this equation is flawless printing, which reproduces all of these elements perfectly, every time.

TPN FlexPak of Thailand has been a leader in delivering flawless printed flexible packaging for its customers since 1999. At the heart of this promise, is the company's commitment to stay

would not be an overstatement to call TPN FlexPak a pioneer in digital flexo technology in Thailand. Continuing on this tradition and commitment, TPN FlexPak became the First Flexible Packaging convertor to adopt Kodak's state of the art digital flexo technology, Kodak Flexcel NX System. Mr. Ananchat, "We

Mr. Ananchat added: "When we first installed Kodak Flexcel NX System, we thought the plate price was a bit high compared to other plates we have been using, but the savings that the Flexcel NX plate offers on the press outweighed the SQM price of the plate. The system has improved our operational efficiency and

We have always been on the lookout for new technologies that can help our customers become more efficient, raise the bar for quality and reduce costs.

a step ahead of its customers in understanding the latest innovations and best practices in the packaging sector. From its very first job, TPN FlexPak understood that utilizing sophisticated technology is an important element in delivering new innovations to the art and business of product packaging.

have always been on the lookout for new technologies that can help our customers become more efficient, raise the bar for quality and reduce costs. When we first saw Flexcel NX System at Drupa, we felt this technology would be ideal for our top customers to handle their highest precision and quality jobs. However, since we installed the system in our facility, we've recognized that Flexcel NX plates are suitable for all of our jobs and has improved our productivity and efficiency in both pre-press and press.

productivity, contributed in substantial ink savings (approx. 15%+) and saving in the make-ready operation on the press has contributed to substrate savings of up to 15 - 20%. We are truly excited about the consistency that the technology has offered, within the run and from run to run. This has contributed to improved predictability and most importantly greater improvements in press scheduling."

Vidhu Gautam, RBM Packaging and Marketing Lead Packaging, APR added, "We have been truly delighted to have partners like Mr. Ananchat and TPN FlexPak, who embrace new technologies to be the regional leaders. The Flexcel NX System has been helping TPN to address their challenges on repeatability and in turn grow the business."

One crucial aspect of the KODAK FLEXCEL NX System takes place during the lamination process. Direct contact between layer and plate eliminates oxygen during UV exposure, ensuring a perfect 1:1 reproduction from digital file to finished plate. The result is a stable dot with a flat top, which appears much clearer and cleaner on the plate. It also allows longer print runs, and a wider color gamut.

Updates
Most importantly, the company's investment is translating into outstanding results for its customers. Recently, TPN FlexPak bagged almost every single award at AFTA 2012 in the Wide Web Flexible Packaging Category.

TPN FlexPak combines flawless printed flexible packaging with greater productivity

Business Demand

TPN FlexPak of Thailand is the regional leader in producing a wide range of printed flexible packaging for food and mass-produced consumer goods. To provide its customers with new technologies that could raise the bar for quality, while reducing costs, the company sought out a solution that would enhance its overall leadership position in the marketplace.

Solution

TPN FlexPak integrated Kodak's **Flexcel NX** system into its Wide Web Flexible production process.

Benefits

- Increase productivity and efficiency by reducing number of colors per job without sacrificing print quality

- Increase quality through higher line screens, high-density white in a single pass, smoother, higher-density solids without laying down more ink
- Reduce press downtime and run presses faster

A consumer's decision to purchase often happens right when they are in the aisle of the store, whether it's buying groceries or choosing a cosmetic product. According to some industry estimates, up to 70 percent of all decisions take place when the customer is examining the product right there in the store and their decisions don't take long. Those few seconds are what brand owners want to own, which is why they devote a large part of their product marketing budgets on visual attraction: the right images, the right colors, size and placement of type, the package shape. A key component of



To learn more about Kodak Solutions, please visit
www.kodakasia.com/winning-applications

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