



## “A PRODUCT WITH VIBRANT COLORS, CONTRASTS OF LIGHT... PERFECTION”

Plasc Embalagens Celebrates their First Award Achieved with  
DuPont™ Cyrel® EASY FAST Technology History

### HISTORY

Founded in 1990, Plasc is one of the largest flexible packaging manufacturers in Brazil. Plasc operates at two factories, the first is in the pre-chemical pole of RS and supplies FFS coils. The second factory is based in Biguaçu — SC and produces eight thousand tons of packaging per year. Plasc's second factory serves the personal care, home care, food, beverage, pet food packaging, and the coextruded — laminated films markets. Plasc was facing the challenge of responding to customer needs. They found that being able to bring innovative packaging solutions that showcase the product and differentiate a brand is extremely valuable.



Germán Navas, DuPont Advanced Printing LA Sales Manager with Felipe Figueiredo (PrePress), João Maurício (Industrial Director) and Mauro Félix (Commercial Director)

With this at the forefront — in combination with a desire to reduce their environmental footprint during processing — Plasc was among the first converters in Latin America to adopt the DuPont™ Cyrel® FAST system as its workflow. Thanks to its solvent-free processing, they were able to not only eliminate the use of chemicals, but also drastically reduce the press ready time of the flexographic plate — a factor that is very valuable to a converter.

### CHALLENGES

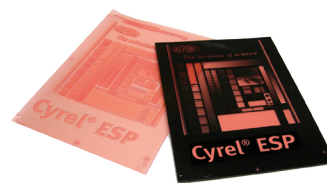
Plasc is recognized for the quality they deliver to brand owners from pre-printing to printing and finishing. They are among the few converters that has both gravure and flexography print jobs at the same facility.

While analyzing jobs printed with flexo, the team believed they could improve the density of solid areas and the contrast of the images, particularly the highlights and shades. To do this, they needed to choose a method offering digital flat dots: Plasc's choice was DuPont™ Cyrel® EASY FAST.

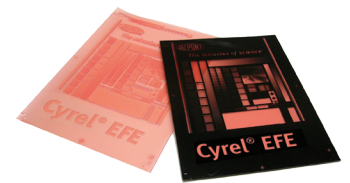
### SOLUTION

Throughout its 40-year history, DuPont™ Cyrel® has been committed to anticipating market needs by launching new products that meet three strategic pillars: quality, productivity and sustainability.

DuPont™ Cyrel® EASY is a new platform technology that simplifies the prepress process by building digital flat top dots directly into the plate. This results in increased productivity and consistency, offering high ink transfer and vibrant colors, making it a quick and simple process. The plates are available in four versions:



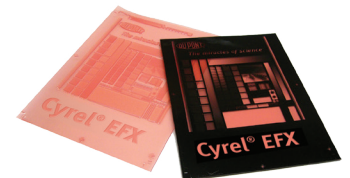
Cyrel® EASY ESP – Solvent  
Engineered Surface



Cyrel® EASY EFE – FAST  
Engineered Surface



Cyrel® EASY EPR – Solvent  
Smooth Surface



Cyrel® EASY EFX – FAST  
Smooth Surface



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### RESULTS

“A product with vibrant colors, contrast of light ... perfection!” said Mauro Félix, commercial director, Plasc. “With Cyrel® EASY FAST, we are promoting the value of the brand, which is always our goal. Plasc understands that its hallmark is the quality of the packaging it delivers.”

Plasc was recently awarded the 2016 Quality Flexo Award from the Brazilian Association of Flexography, ABFlexo. Plasc won First Place in the Flexible Film category for their work with Gearless Pet Food. This job was printed using the new technology Cyrel® EASY FAST EFE.



The team with the trophy and the winning job

“Today we are producing with more fidelity, the process remains linear, and we can use a smaller volume anilox to get the same opacity. This reduces our ink consumption. We are also lowering the double-sided density, thus increasing the speed of the machine,” said Felipe Figueiredo, Pre Press Coordinator.

“Plasc started using DuPont™ Cyrel® EASY FAST EFE and EFX plates about 5 months ago. Since then we have noticed increased satisfaction from the printing team, as well as the prepress team. They are pleased with how easy the plate is to process and how fast it is in the setup,” said Adriana Bronzoni, Brazil Account Manager, DuPont Advanced Printing. Alex Correia, Technical Consultant, DuPont Advanced Printing -Latin America South confirms: “This technology allows to faithfully reproduce the minimum dots and microcells, which is transferred to printing through exceptional highlights and intense solids, with more uniformity of ink.”

“With the new Cyrel® EASY FAST, it is possible to print products that were previously printed only in gravure, with some results even beyond what we were expecting,” said Félix.

\*Data and quotes can change according customer configurations.

**For more information on DuPont™ Cyrel® EASY visit [www.cyrel.com](http://www.cyrel.com) or call your sales representative**