

Change how you see white

Brighter whites
Higher print quality
Improved consistency
Faster press speeds
Greater ink savings



DU PONT

Cyrel[®]

EASY BRITE Screens

Did you know the average spend on white ink is \$700,000 per press per year?*

How would you like to save 45% of that cost?

When used with DuPont™ Cyrel® EASY plates, Cyrel® EASY BRITE screens deliver improved ink laydown for solids, brighter whites and documented ink savings.

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EASY BRITE Screens

How BRITE is your white?

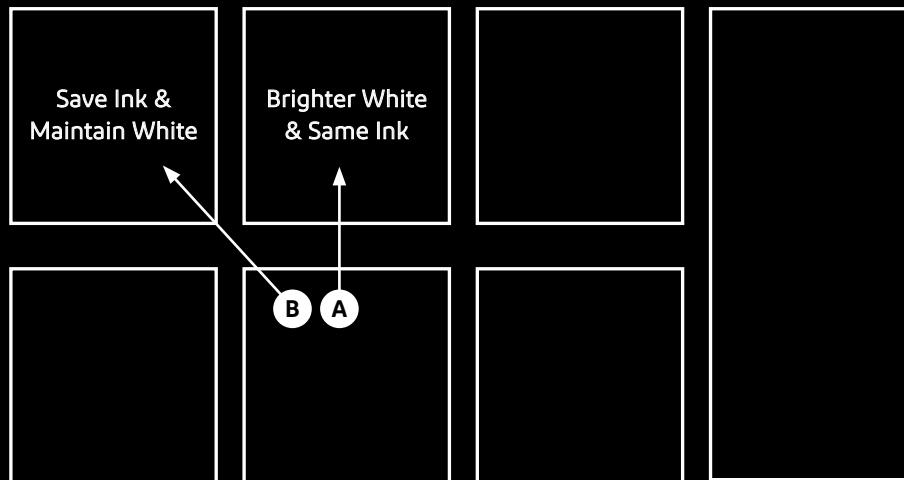
High opacity alone doesn't make a good white.

A bright white takes the right combination of opacity, low mottle and low graininess. Cyrel® EASY BRITE Screens help deliver a superior white by balancing opacity, mottle and graininess.

To help printers identify the optimal point, DuPont developed the EASY BRITE Index™, a multidimensional measurement that combines opacity, mottle and graininess into a single number. The higher the index, the better your white. It's that EASY.

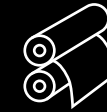
See it in the film samples

- A** By moving from the samples on the bottom row straight up, the printer can improve the EASY BRITE Index number, meaning brighter whites.
- B** By moving directionally up and to the left, the printer can achieve ink savings by using a lower anilox while still achieving an equal or better white.



Designed to be used with 4.0bcm aniloxes and higher

Cyrel® EASY BRITE Screens:



Higher print quality

- More uniform ink laydown
- Eliminates trail edge void
- Improves opacity, reduces graininess and reduces mottle



Greater savings

- Use smaller-volume aniloxes
- Run higher press speeds
- Eliminate need for a specific white plate



EASY setup

- Works with existing setups
- Available for Pixel+ and Non-Pixel+ configurations
- No hardware to purchase

DuPont™ Cyrel® EASY BRITE Screens – Pixel+





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*Based on DuPont internal testing and independent printer test results.

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