

# Folmex: Outstanding presentation, robustness and performance: the necessary success factors for a packaging in a competitive market.



## History

Folmex, with 54 years contributing to the Mexican packaging industry, works with more than 300 SKUs, serves more than 70 brands and delivers + 2,000 million packaging per year, becoming one of the biggest flexo manufacturers of the country. Partnering with DuPont since 1985 (36 years), Folmex has presence in the personal care, home care, food, beverages and pet food market.

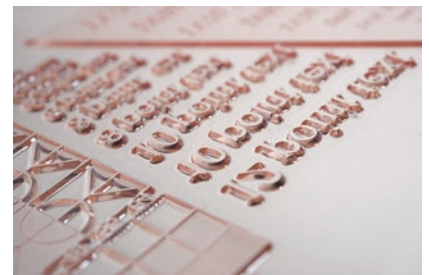
In such a competitive market, Folmex not only faced the challenge of responding to customer needs – related to quality demand and response times – but also to capture the attention of consumers, delivering innovative packaging solutions that value the product and promote the differentiation of their brands. Pursuing this goal and understanding every brand owner’s preferences, Folmex became one of the first companies in Latin America that implemented DuPont™ Cyrel® FAST System as their platemaking workflow and one of the

firsts on implementing and introducing the plate platform DuPont™ Cyrel® EASY. Thanks to the solvent-free processing workflow, Folmex was able to eliminate not only the use of the chemical but also drastically reduce the plate processing time, which was highly valued by converters. Over the last few years in conjunction with DuPont, Folmex has invested in the optimization and acquisition of the FAST Thermal processing equipment. They started with a FAST 1000 TD followed by FAST 4260 and nowadays, they count with the latest DuPont™ Cyrel® FAST 2000TD technology.

## Challenges

Folmex is recognized by the quality of what they offer to brand owners, from the prepress to the finishing step. “The challenge of capturing consumer attention is getting more complex. In fact, the needs and tastes of each consumer segment are constantly changing in a highly competitive and promotional market, which has forced brands to diversify their portfolio in terms of packaging formats, sizes and variations”

At Folmex we consider that the ideal strategy to overcome these obstacles is through “Flexible Innovation”. Our commitment to work in an open way, in a cooperative environment and with a strong commitment to propose flexible packaging solutions that are attractive and that enables our customers to be one step ahead of their competition” said Folmex’s Chief Operations Manager.



While competing with the gravure printing process and analyzing flexo-printed jobs, Folmex realized they could improve the coverage of solids and contrast of images in the areas of highlights and shadows in order to obtain brighter colors and deliver the quality needed by complex vignettes. Given that, Folmex chose a digital flat top dot plate technology, and selected DuPont™ Cyrel® EASY FAST, migrating 100% of their jobs to this technology.

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## Solutions

One of the strategies that Folmex has been implementing focuses on the standardization of machine's processes and moving to a single source workflow that can provide best quality to jobs, a faster response time, lower operating costs and less technical support requirements. As well as higher color density and lower dot gain, that were also achieved with DuPont™ Cyrel® EASY, a technology platform that simplifies prepress process through building flat top dots directly on the plate, resulting in higher productivity and consistency, offering a higher ink transfer and much brighter colors.

## Results

"With the introduction of DuPont™ Cyrel® FAST technology we were able to increase our productivity, improving our response times to customers, maintaining consistency on the print, and committing to our key values: outstanding presentation, robustness and performance of our packaging!" declares the Chief Operations Manager.

Higher quality, brighter images, outstanding color intensity and excellent resolution. Now everything is possible with the combination of DuPont™ Cyrel® EASY plates and Cyrel® FAST 2000TD processor.

In the last edition of FTA Award, the Flexographic Technical Association of the United States, awarded Folmex for its Excellence in Flexography. Their four awarded packages were printed with DuPont™ Cyrel® EASY FAST technology, which adds quality, productivity and sustainability to flexographic printing.



[cyrel.com](http://cyrel.com)

For additional information related to DuPont™ Cyrel® EASY or DuPont™ Cyrel® FAST 2000TD visit [cyrel.com](http://cyrel.com) or contact your key account manager.

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