



## LORYTEX IN URUGUAY ACHIEVES TRUSTED RELATIONSHIP WITH DUPONT™ CYREL® EASY SINCE THE FIRST RUN

### BACKGROUND

With more than 35 years of platemaking experience in Uruguay, Lorytex Group, has been “a school” to many printers and flexographers. Since its inception in 1981, the company – also known as Digitalflex – has been a pioneer in the introduction of new technology and platemaking for flexography. The company adheres to their commitment to always be creative and innovative and a step ahead of the market.

### CHALLENGES

Pioneers set the trends in the marketplace and Lorytex is now seeing flat top dot technology becoming the preferred type of dot by printers and plate makers. Flat top dots play an important role in sustaining dot shape, ensuring better stability on press, allowing higher speeds in a machine and achieving higher quality standards. However, to achieve these standards in the past, the need for various systems such as lamination, inert gas insertions and special UV lamps were widespread. In addition, software, lenses and screenings were developed, specifically to increase ink density and improve the highlight areas that contribute to increasing the final output of flexographic printing. This also required additional investments.

Lorytex has had a great experience with some of its acquired systems and are achieving excellent results, however, they were facing two main challenges: increasing productivity on platemaking and delivering outstanding print results to their converters.

### SOLUTION

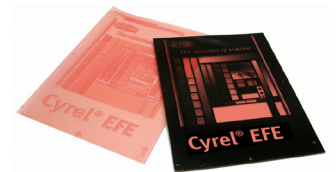
Legacy flat-top dot solutions provided excellent results allowing Lorytex to compete in the market, however, what they were looking for was a step change in both quality and productivity. DuPont™ Cyrel® EASY plates delivered that solution – a simple workflow that satisfied their internal productivity needs, as well as a plate that could make printers happy since the first run.

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 Packaging Graphics believes it is important to understand the needs of the market by simplifying processes and delivering prepress productivity achieved in the past, without losing the high print quality achieved today. With that in mind, DuPont launched DuPont™ Cyrel® EASY, a new generation of plates, in 2015.

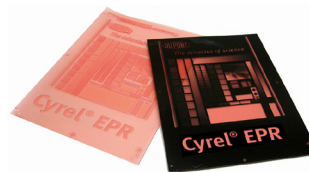
This new platform technology simplifies the prepress process by building digital flat top dots directly into the plate. This results in increased productivity and consistency, offering high ink transfer and vibrant colors, making it a quick and simple process. The plates are available in four versions:



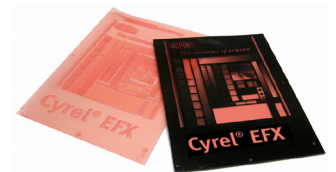
Cyrel® EASY ESP  
Solvent Engineered Surface



Cyrel® EASY EFE  
FAST Engineered Surface



Cyrel® EASY EPR  
Solvent Smooth Surface



Cyrel® EASY EFX  
FAST Smooth Surface

### RESULTS

It's not common to feel romantic about flexography: “If we could translate the feeling felt by the printers, we would say that it was love at first sight!” said Roberto Dolinsky, owner – Lorytex. Since the first test, printers were impressed with the capabilities of the new plate and its benefits:

- High and uniform ink coverage achieved immediately, without any change to inks;
- Tremendous ink density;
- Fast setup;
- Run stability from the beginning to the end of the run;
- No stopping to clean plates;
- Speed on 300m/m and increasing;
- No more issues with thin and reversed texts, a situation in the past that was a challenge;



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Lorytex Team



Roberto Dolinsky, Owner of Lorytex

“Prepress is now really easy, just as the plate says! We are seeing the workflow simplicity achieved in the past, but with higher quality technology of 2016. With EASY®, we definitely can go to extended gamut, something very valuable to brand owners,” added Roberto.

“By implementing EASY® plates, not only did the workflow become simpler, there was no need for added investment from the workflow standpoint. Not only did the productivity increase, but there was a reduction in the variables involved in making the plate, increasing the consistency of the final plate. No words can convey a smile from a customer!” said Germán Navas, sales manager, Latin America, DuPont Advanced Printing.

“We are now at a historic moment in the flexographic printing industry. We have everything: high optical densities in solids, a reduction porosity in the solid areas and retaining a dot gain controlled in highlights, with a tonal transition never before seen in flexo. We are seeing excellent performance on press, an easy platemaking workflow without any different or added processes and incredible results, all without having to change anything, not including new variables to the process without delay in its implementation,” said Mario Llano, specialist – Prepress and Color Management, Intermarket Corporation.

When asked to summarize in one phrase the value that Cyrel® EASY brought to Lorytex, Roberto was very clear: “I don’t need a phrase to explain its value, I only need one word: TRUST! Cyrel® EASY makes me feel confident from the beginning of the process (in my platemaking) until the end of run. I want to migrate all of my volume to this plate,” he said.

\*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.**