



## IMPACT INNOVATIONS – THAT’S A WRAP: WITH DUPONT™ CYREL® FAST ROUND, EVERY DAY IS A HOLIDAY IN MEMPHIS

### BACKGROUND

Founded in 1968 in Maynard, Minnesota, Impact Innovations began as a producer of point-of-purchase advertising targeting the frozen food industry. Since then, they have diversified greatly, focusing on seasonal products such as gift wrap, décor, paper and plastic products.

Acquired by Impact in 2011, the Paper Division (originally the Cleo Christmas Giftwrap division) in Memphis, Tennessee, produces giftwrap and is well-respected by the industry, and is a primary supplier to many major retailers including Walmart, Kmart and Big Lots.

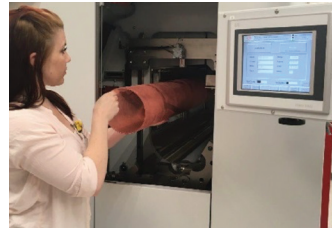
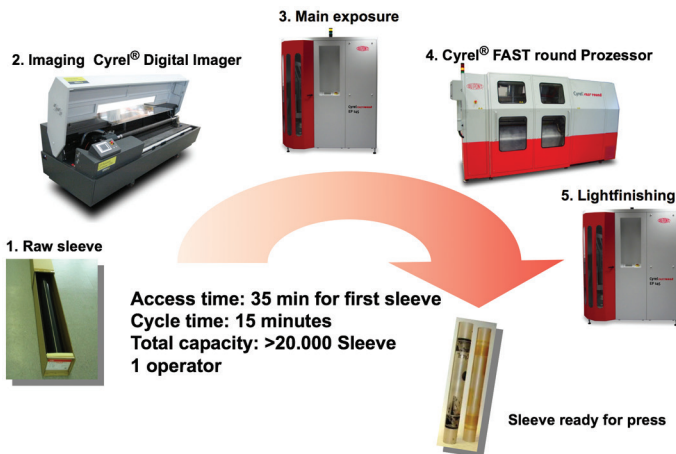
### CHALLENGE

Prior to being acquired by Impact Innovations, Cleo Giftwrap used the rotogravure process to make holiday giftwrap. The gravure cylinders were shipped from Canada and the cycle time between design and print was a multi-week process. Later the complete printing process was outsourced to China. Designs for seasonal products vary greatly and specific designs are confirmed very close to the holiday season. This long lead time made it difficult for Impact Innovations to meet the demands of their customers.

In addition, the gravure process used toxic chemicals and solvents as part of the cylinder making process. The cylinders weighed more than 500 pounds, making handling difficult on the press. “The complexity of the process was very high and the lead times were multiple weeks,” said Greg Hamilton, Director of Operations – Impact Innovations.

With an increased focus on sustainability and environmental stewardship goals, Impact Innovations wanted to invest in technologies that provided them the precision of gravure, but with a shorter lead time and minimal environmental footprint.

### Workflow Cyrel® FAST round print form processing



Jill Shemwell (technician, Impact Innovations) removes a processed sleeve from the Cyrel® FAST ITR processor.



Jill Shemwell (technician, Impact Innovations) inputting the processing parameters in the Cyrel® FAST ITR processor.

### SOLUTION

Using the DuPont™ Cyrel® FAST Round system, Impact Innovations Inc. was able to move their giftwrap printing supply from China to in-house at their Memphis facility. The choice to use flexographic printing over gravure helped them to achieve environmental benefits, including reducing their use of toxic materials, reducing greenhouse gases and contributing to a reduction of energy use and fossil fuels in their supply chain. An easy-to-use equipment and print form combination that uses solvent-free technology, the Cyrel® FAST Round System:

- Delivers a seamless, continuous-print flexo print form for high-quality (175lpi) precision printing;
- Enables access time of less than one hour for four photopolymer sleeves; and
- Significantly lowers the environmental footprint.

“With Cyrel® FAST ITR, we have been able to reduce the lead time from weeks to minutes. We’re also very pleased with the longevity of the round print forms,” said Greg.

“We are very proud of the Cyrel® FAST ITR room and it is the first stop on all our tours for all the mass merchants,” said Jill Shemwell, technician – Impact Innovations. “We knew nothing about flexo and have learned a lot from the DuPont team,” said Greg and Jill.

**For more information on DuPont™ Cyrel® or other DuPont Advanced Printing products, please visit our website: [www.cyrel.com/na](http://www.cyrel.com/na)**