

Packaging printing heading towards flexography

By NEWS SYSTEM

Published: April 10th, 2008

Related tags: [flexography](#), [print](#)

The countdown to Drupa 2008 goes on, accompanied by the excitement of all Flexo4all partners as the preparations of their exhibition goes on. Their vision and their objective will be demonstrate with print samples and production workflows why flexo is considered to be the ultimate solution for all the packaging printing needs.

General trend lines show that the packaging printing market is heading towards Flexography more and more and the Flexo4all Partners are ready to further support what the market needs right now.

According to independent market reports, Flexo is **unarguably the most important packaging printing process in Europe and in the Americas** and its market share in the rest of the world is continuously growing. Amongst many reasons, Flexo has gained this significant position mainly due to **its versatility**, continuous quality improvement and, last but not least, its value-for-money when compared to alternative package printing processes.

"The level of competition between flexo and other processes is still high", states **Pier Luigi Sassanelli**, Marketing Manager EMEA at DuPont Packaging Graphics. "And that level of antagonism stimulates innovation. Flexo is moving fast and builds the next innovation over another creating a form of natural selection. Each new generation restarts the competition from a higher standard of competence than the prior generation. The two processes are getting closer and closer both in terms of quality and repeatability. Flexo is often known as less sophisticated, but that is an 'old-fashion' statement. In fact Flexo has improved dramatically over the years and now offers considerable technical and economical advantages for most print jobs".

Due to the proliferation of new products, brand owners and packaging buyers often ask for shorter print runs and converters are faced with additional economical challenges. This new trend is finding flexo more adaptable, particularly when coupled with mid and narrow-web presses.

"At Siegwerk we are working closely with all Flexo4all partners and at drupa we will present a lot of print samples that will demonstrate state-of-the art Flexography." commented **Dr. Klaus Heger**, Vice President Technology Flexible Packaging at **Siegwerk Druckfarben**. "At the show we will present new flexo printing inks with improved printing behaviour which stand-out even more with high press speeds."

One application besides flexible packaging where flexo outperforms any competition with other printing technologies is corrugated boards post-print.

"Flexography will continue to be improved with more and more sophisticated electronic devices in order to help operators and insure quality and productivity", confirms **Daniel Tatti**, Process/Demo/Expo/Mgr at **Bobst**, one of the Flexo4all partners. "Post-print remains split in two main processes: on-line printing and die cutting and off-line printing. The on-line process allows easy printing, quality and accurate register print to cut, all at high speed. Off-line printing grants high consistent print quality similar to litho quality".