

Natural Foods Company Achieves Maximum Shelf Impact With HD Flexo



Challenge

A natural foods company was launching a line of new age dairy free beverages. The customer wanted to maximize the shelf impact of the product with an eye catching shrink sleeve label that utilized a design highlighting the product's unique contents. Striking graphics with the imagery of smooth, creamy coconut milk pouring out of a halved coconut was brought to Walle. The graphics consisted of several areas of highlights and shadows composed of dots printing less than 3%, made all the more challenging by the film's white background. In the past, these design elements were impossible to reproduce flexographically. The customer knew that rotogravure printing could achieve the desired results, but they did not want to make the sizeable investment in laser engraved print cylinders. Yet, they also did not want to sacrifice their original design or shelf impact either.

Solution

Walle introduced the customer to HD Flexo - Walle's latest investment in the award winning technology from pre-press leader EskoArtwork. HD Flexo is a pre-press technology that utilizes the latest in high resolution laser optics and advanced screening technologies for digitally imaging flexographic plates. Digital platemaking for flexography has been around for ten years and has ushered in several improvements in print quality. However flexographic printing was still challenged to reproduce dots of less than 7%. This limitation resulted in compromises to design or quality when using flexography versus rotogravure. The HD Flexo innovation utilizes multiple beam lasers to image flexographic plates at a resolution of 4,000 pixels per inch. This is nearly 3 times as many pixels compared to prior imaging technology. The higher resolution means that the smallest dot patterns in a graphic design can now be consistently imaged on a plate and reproduced on press with high quality.

Results

The customer had a clear objective for their new line of dairy free beverages - to have the label fully embody the unique qualities of the contents inside. Walle's early adoption and pioneering investment in HD Flexo technology combined with Walle's high efficiency, 10 color flexographic printing capabilities made it possible for the customer to realize all of the benefits of flexographic printing - flexibility, speed and savings - as well as fully achieve their goals for high fidelity graphics and maximum shelf impact for their product.

At a Glance

Product Used

EcoFlex Shrink Sleeve Labels

Client Profile

Natural Foods Company

Business Need

A natural foods company was launching a line of new age dairy free beverages. The customer wanted to maximize the shelf impact of the product by using an eye catching design highlighted by imagery of smooth coconut milk pouring out of a halved coconut. The graphics required high quality reproduction of highlights and shadows consisting of dots of less than 3%. In the past, such challenging design elements would require rotogravure printing with a sizeable investment in laser engraved print cylinders.

Solution and Benefits

Walle introduced to the customer its latest investment in the award winning HD Flexo technology. HD Flexo is a pre-press technology that utilizes the latest in high resolution laser optics and advanced screening technologies for digitally imaging flexographic plates. This technology enabled Walle to print the customer's design flexographically with the highest quality graphics reproduction in the shadow and highlight areas. The customer did not have to sacrifice their original design or desired shelf impact, and they did not have to incur the high costs and long lead times associated with rotogravure printing.