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# European Trends in Flexography

What we can learn from the entries to the  
2017 FlexoTech Award and beyond

by

Prof. Dr. Martin Dreher  
DFTA Technology Centre, Stuttgart, D

## Intro

- Martin Dreher, Prof. Dr.
- DFTA Technology Centre  
Scientific Director

and

Stuttgart Media University HdM  
Professor for Package Printing  
Packaging Engineering

- [martin.dreher@dfta.de](mailto:martin.dreher@dfta.de)  
[dreher@hdm-stuttgart.de](mailto:dreher@hdm-stuttgart.de)



## Source: FlexoTech Award

- Author was jury president in 2017 (and will perhaps continue in 2018)
- Entries showed potentially interesting trends
- Partly to be compared with entries from 2017 DFTA AWARD



Interesting insights into the international packaging printing scene  
and potential trends observed through the

## 2017 FLEXOTECH AWARD

## Stochastic (FM) Screens everywhere!

- May vignette out to substrate white with no edges
- More forgiving against slight mis-register
- Better definition in photographic pictures
- No saw-tooth effect on screened linework elements
- Potential supporter of Fixed Colour Palette Printing
- Has been demonstrated to work at DFTA Technology Center for ProFlex 2017:



## Stochastic Screening, FM Screens

- Improved photographic image quality @ lesser demand!
- Limited to Flexo & Offset
- Perfectly aligned with Digital Printing



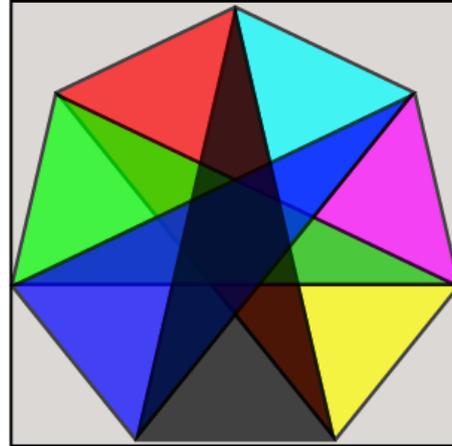
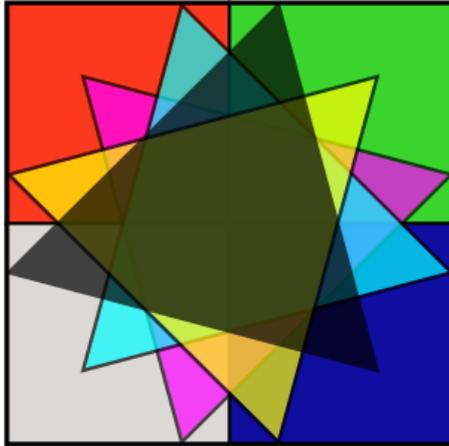
## Fixed Colour Palette Printing advancing?

- 

4C++++

vs.

7C+



## Fixed Colour Palette Printing advancing?

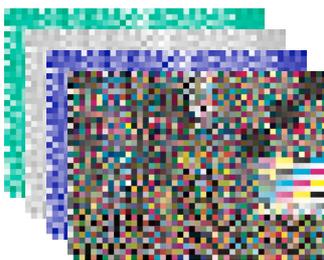
- Potential means to industrialize Flexography
- Digital printing operates this way and gets away with it!
- Many entries with CMYK only!
- Also known as ECG (Extended Colour Gamut), BUT please mind the subtle nuances:

# FCPP or ECG: Which Type are you?

- „Simulator of (ex) Special Colours“ or „Enhancer of Photographs“?



## Multi Channel Colour Management for FCPP



- 7C Colour Management = (4C Colour Management)<sup>3</sup>? Does NOT work!

- Clever simplifications required
- Spectral profiling is very helpful and advanced

## Corrugated PrePrint: Harmony

- Similar quality levels between Germany and FlexoTech entries
- But: non-Germans seem to be more open for “experiments” like with Stochastic (FM) Screens



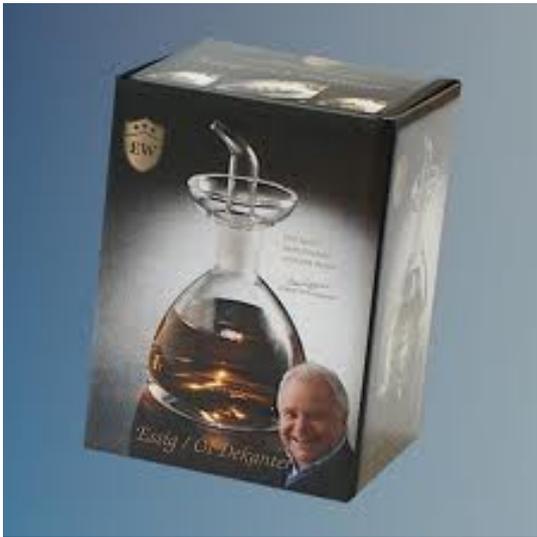
## Corrugated Postprint: Very Remarkable!

- Excellent quality!
- External markets on a par with Germany, if not slightly advanced in print quality

Better than Offset-Lithography!



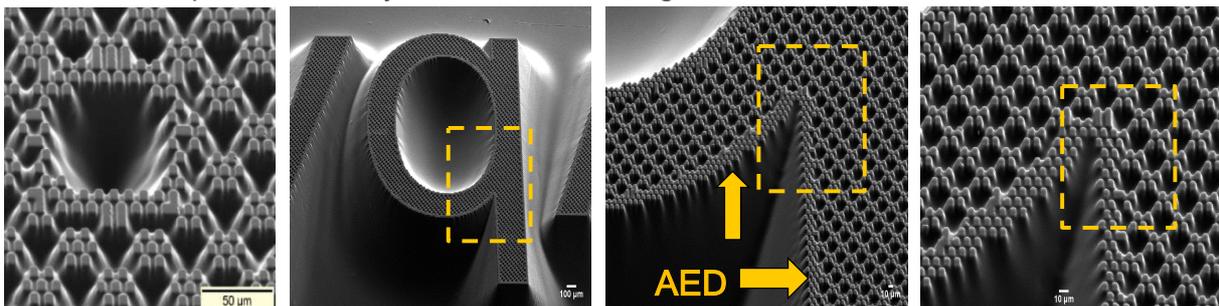
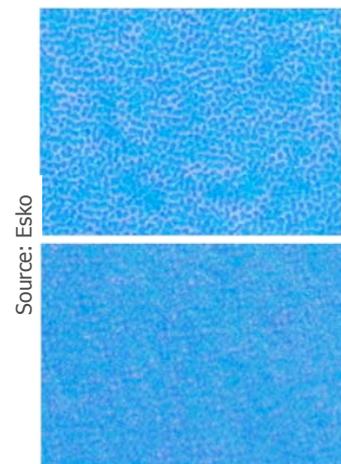
# Folding Carton printing with Flexo?



- Stagnating
- Very high quality level!
- Apparently good business for a few specialized companies

## Enhanced Ink Transfer

- Standard! MUST have!
- No Award Winning without it
- Digitally introduced vs. intrinsically included
- Bottom photos: courtesy of Kodak, include edge definition



## Security Printing Features for the Mass Markets

- Anti product counterfeiting
- Advances into mass markets
- Delicate details may be introduced in halftone screen



## Flexo better than Digital, Offset or Rotogravure?

- Reproduction of ex-Offset, -Digital or -Rotogravure jobs through Flexography
- Flexo sometimes (much) better in quality





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**Thank you for your Attention!**

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