

# Case Study Packaging

## GMG FlexoProof XG/Roland VersaUV LEC-330

Plastex

Production of perfect packaging mockups on real substrates



Company	Plastex, spol s r.o, Slovakia
Application	Flexo prepress services and preparation of packaging print data
Job definition	Creation of packaging proofs, both contone and halftone, on original substrates and creation of packaging prototypes/mock-ups with the Roland LEC-330.
Previous method	Until now, there was no satisfactory method for Plastex to simulate printing on transparent material using white. There were only inaccurate, very time-consuming methods of combining the analog and digital process of preparing this kind of packaging proofs.
GMG products in use	GMG FlexoProof XG
Printer	Roland VersaUV LEC-330
Advantages	<ul style="list-style-type: none"><li>▶ Real substrate proofing significantly saves the client's time and money avoiding e.g. expensive „test“ short runs of the final packaging</li><li>▶ Shorter approval procedures with clients</li><li>▶ Excellent opacity of Roland white ink enables continuously regulation of its intensity or color tint as well as accurate simulation of the white background for nearly any packaging substrate</li><li>▶ Ability to print on almost all packaging materials including metallic ones with consistent color results</li><li>▶ Besides perfect simulation of color, the Roland cutting features, enable simulation of the specific shape of e.g. labels</li></ul>
Customer statement: Igor Jurena, Technology Manager, Plastex	“The combination of GMG and Roland is exactly the kind of solution for creating packaging proofs we have been looking for for several years. Precise control of the intensity and tints of white ink, control of the total ink coverage, the ability to print on almost all packaging materials including metallic ones with consistent color results, are the assets that prove me daily about the rightness of our choice.”

