

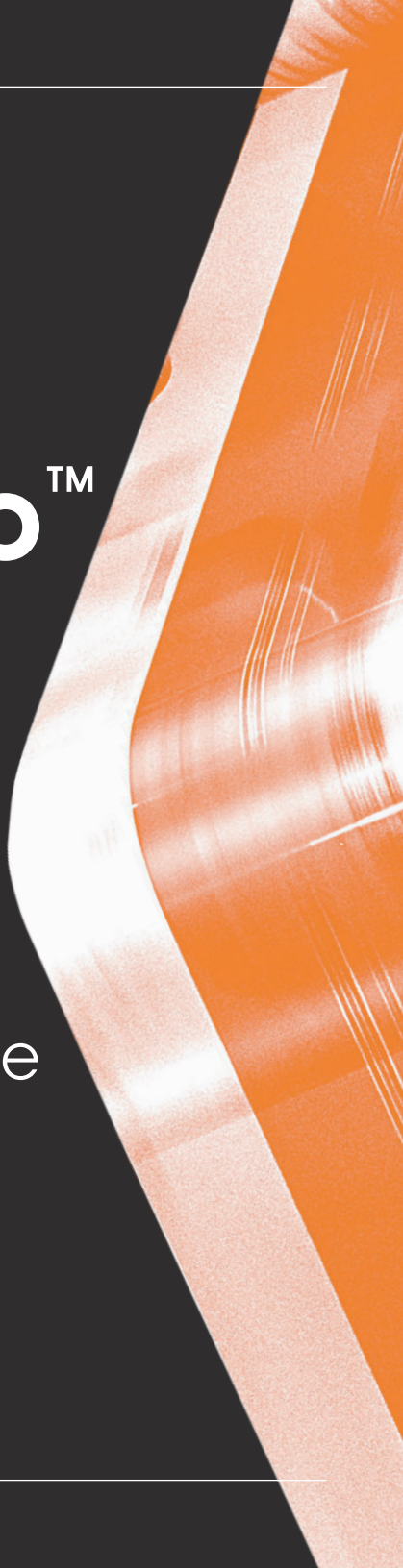
---

miraclon

# PureFlexo™ Printing

Reset the quality-  
efficiency balance

---



# High quality print, highly efficient production

Brands' high expectations of their flexible packaging place ever greater demands on prepress and printers, putting pressure on profits. Now, you can reset the balance.

PureFlexo Printing from Miraclon enables a wider operating window on press, increasing print latitude at all quality levels for flexible packaging. Transform your print production and see the gains: experience savings across the value chain, increase press uptime and unlock machine capacity.

Built on our rigorous research into highly controlled ink transfer mechanisms, PureFlexo Printing gives unprecedented control over the unwanted ink spread that lies at the heart of common print issues. Designed and optimized specifically for wide web, solvent-ink printing on film, PureFlexo Printing utilizes newly patented technology from Miraclon and is only available for the FLEXCEL NX System.



# Make your flexo PureFlexo Printing

- Reduce unscheduled press stops due to dirty print.
- Experience more predictable color.
- Decrease press-to-proof match issues.
- Lower the impact of operator and other production changes.

Today's flexo has risen to the challenge of meeting the high expectations of brands that need eye-catching, consistent flexible packaging and helps them respond to changing production demands. But the impact in prepress and production of ever-increasing client demands, and challenging specifications can be high: less than optimum production speeds, continual adjustment, more frequent stoppages and the risk of rejected print.

PureFlexo Printing gives you a tool to address the issue. By resisting the tendency of ink to spread or build up where it is not wanted, at start-up and throughout the run, you get a wide operational window, allowing peace of mind and efficiencies throughout the value chain: predictable, stable color and visibly cleaner print.

Boost your bottom line: compound savings from fewer unscheduled press stops each day, reduced downtime and delays, and faster color setups – cutting unnecessary costs.



# Get Started

Gain access to PureFlexo Printing through FLEXCEL NX Print Suite, the new platform for print-enhancing features for the FLEXCEL NX System.

Experience cleaner print, stable color and a better bottom line for your business.

Visit [miraclon.com/go/pureflexo](https://miraclon.com/go/pureflexo) or contact your Miraclon sales representative today.

# A cleaner, more efficient print journey: from design to shelf



## Approach challenging client designs with confidence.

“Greater resistance to common production issues means that challenging work can now be produced more consistently and with greater uptime.”



## Break the cycle of chasing color, retouching and remaking plates.

“We saw a significant reduction in image retouching and file preparation prior to proof due to a more linear response.”



## On challenging jobs, print operators can experience quicker start-ups and run the press faster.

“Jobs that would dirty up... now run cleaner. There was up to 40% increase in linear production between stoppages and we could run the press up to 10% faster on jobs previously sensitive to print defects.”



## Move to a softer mounting tape, without compromising image reproduction.

“We could use softer tapes and a wider range of anilox volumes, while achieving target densities and optimal solid ink laydown. That reduced the propensity to defects, the need for over-impression, and increased plate life up to 15%.”



**An innovative, differentiated print solution that reduces internal prepress and support costs.**

—  
“Spot colors can be easily migrated to the technology and deliver immediate benefits, running cleaner and with fewer defects.”



**PureFlexo Printing allows faster and more accurate proof matching. That means less need for acceptance tests and on-site press approvals, freeing time for other projects and savings on travel costs.**



**Fewer unscheduled press stops, fewer defects and color drift all means a wider print latitude with the potential for higher press speeds.**

**Maximise  
Uptime**







The financial impact  
of **unscheduled  
stops** runs to the  
thousands, with lost  
time on the press,  
wasted materials,  
impacts in lamination,  
and **lost press time  
opportunity**

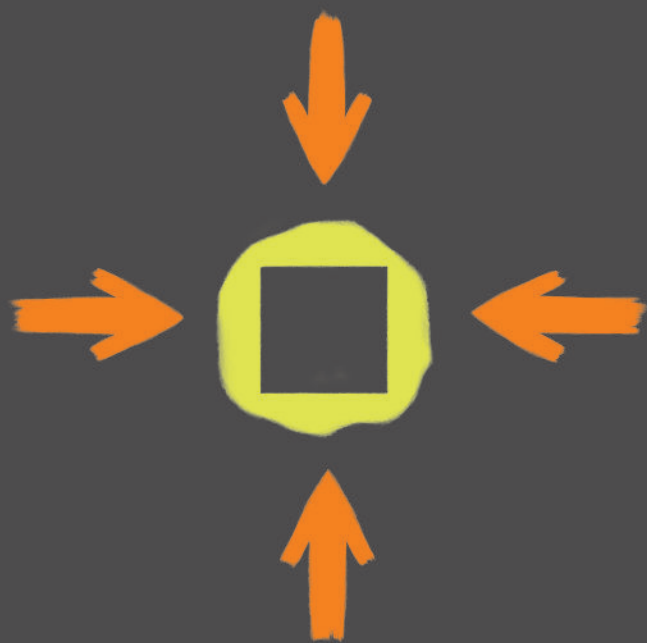


# Direct ink to where you want it

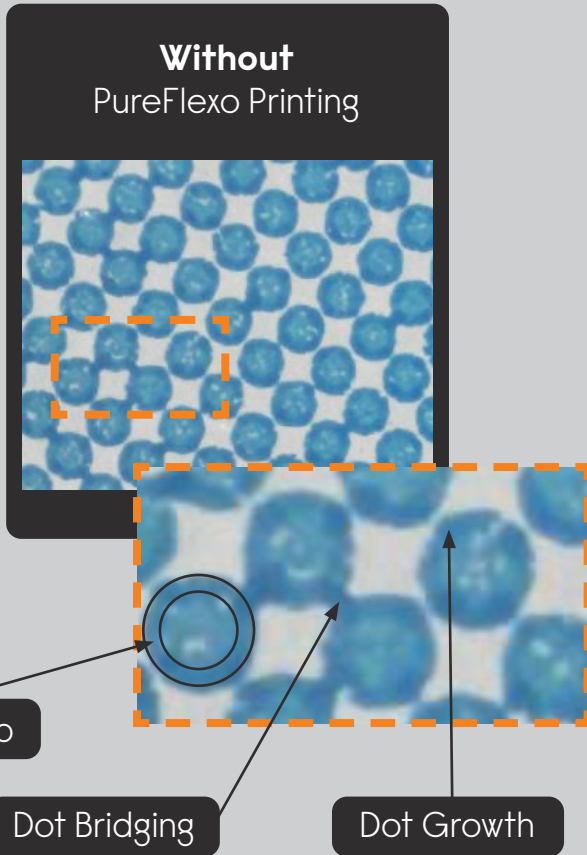
Print that performs on every run, color that's managed on every job

Ink that flows easily is a natural characteristic of printing with solvent flexo inks on film. When that ink flows in unwanted places it can fill in, cause bridging, and build up, creating 'dirty print'. It's not always easy to manage, and is often made worse by practices designed to address other print issues – such as the use of harder tapes, higher ink volumes and over-impression.

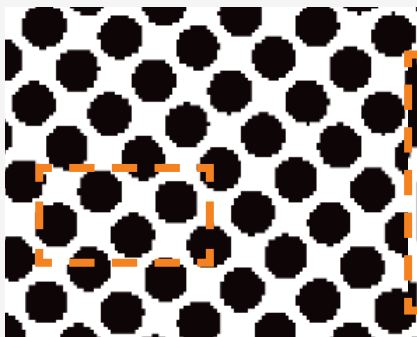
PureFlexo Printing utilizes highly sophisticated plate surface patterning technology to actually resist the tendency of ink to spread during printing. The results are visible and measurable, with lower dot gain and significantly reduced ink build up.



# PureFlexo Printing in action

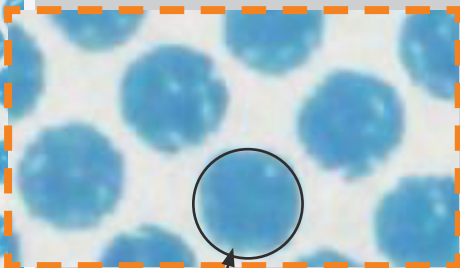
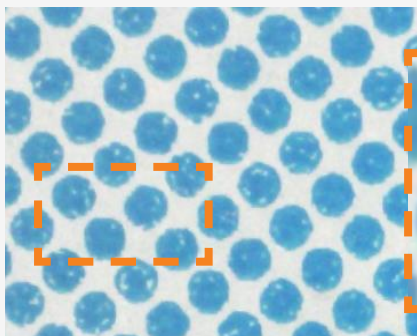


Digital File



Lower Dot Gain

**PureFlexo**  
Printing



Reduced Ink Build Up

**Smoother, more  
even ink laydown**

# Flexo that works for prepress and print

Over the past 10 to 15 years, major developments in plate, press and prepress technologies – together with new anilox, ink and mounting tapes – have pushed the visual impact of flexo printing to previously unimagined levels.

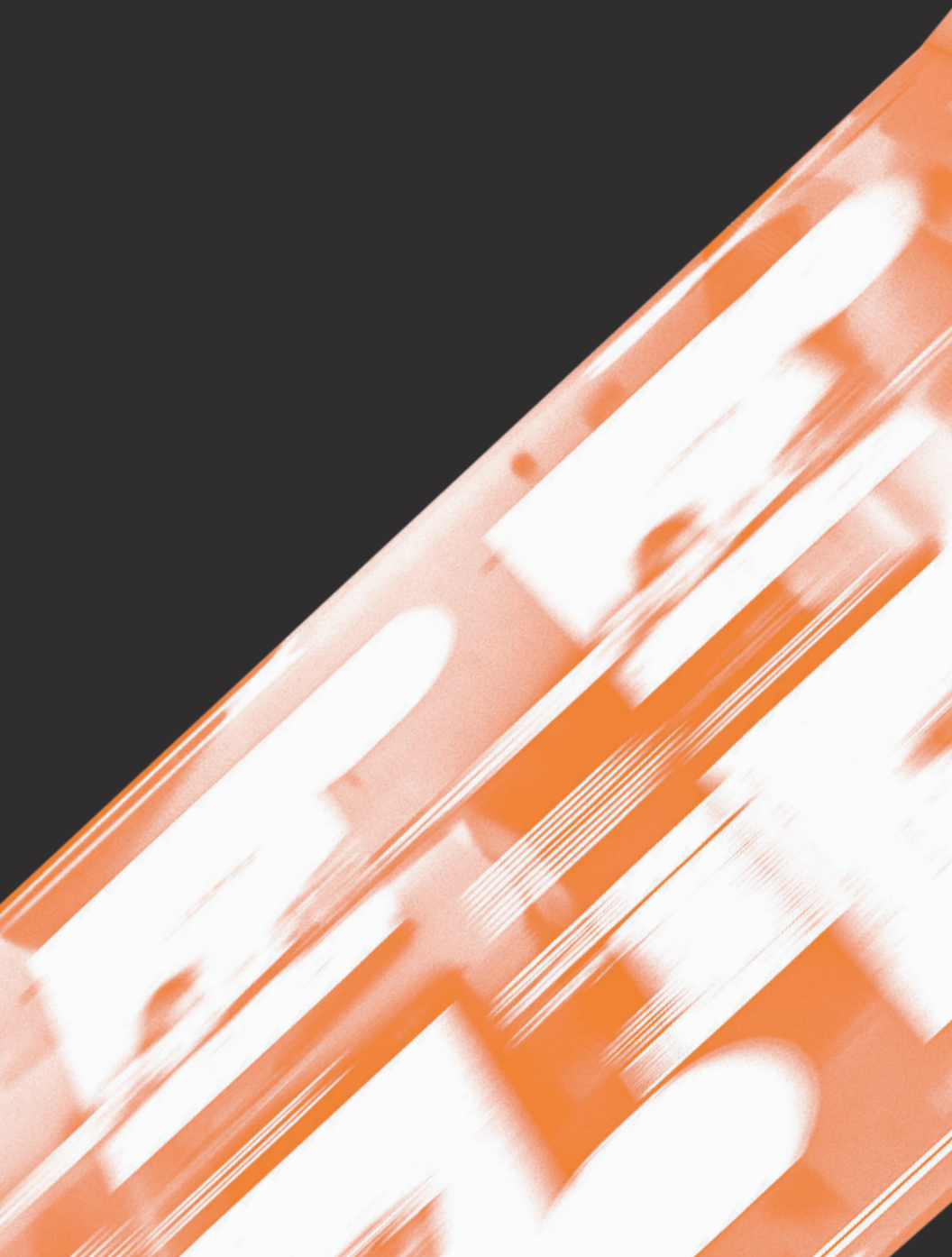
## **Quality highs, press and prepress lows**

But the challenging graphics brands now expect – from photo realistic content to more detail on printed packages – has also had a negative impact on the efficiency and the profitability of printers and trade shops.

At Miraclon, our focus is on making flexo work hard for prepress and print. We know brand demands and quality highs can make profitable production difficult.

We developed PureFlexo Printing – built on our expertise in advance ink control mechanisms – to make high quality flexo predictable and productive across the value chain.





---

# Reset the quality- efficiency balance. Make your flexo PureFlexo™ Printing.

Visit [miraclon.com/go/pureflexo](https://miraclon.com/go/pureflexo) or  
contact your Miraclon sales representative  
to start.

[MIRACLON.COM/GO/PUREFLEXO](https://miraclon.com/go/pureflexo)

© 2024 Miraclon Corporation. FLEXCEL and PureFlexo are trademarks of Miraclon.

---