

# Process and Business Update

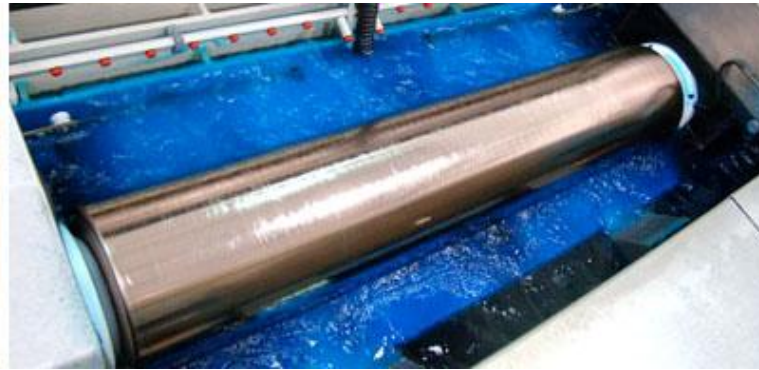
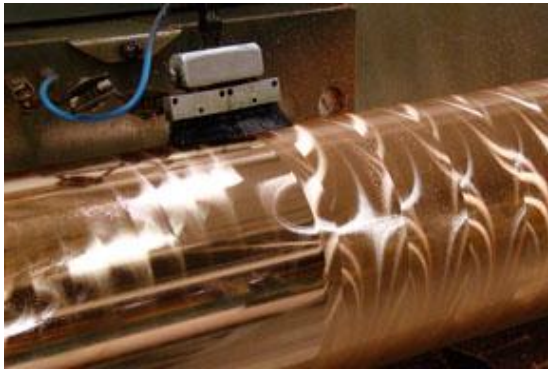
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## What We Do

**Produce large numbers of accurately customized engravings for a wide variety of presses, substrates and ink systems.**



# Business Update :

- **Static to declining volume**
- **Significant fluctuation in demand**
- **Fewer, larger converter companies**
- **Shorter lead time**
- **Self Manufacturing is declining**
- **Flexo still out promoting gravure**
- **New presses but not added capacity**

# What can we do?

- We need to ask the following questions of ourselves
  - What is the market looking for?
    - *Cost reduction*
    - *Faster turnaround*
    - *Better reproduction*
    - *Sustainable process*

# Cost reduction

- You can only get so much juice from the lemon
- Need to eliminate cost points
- Why do we proof cylinders?

# Faster turnaround

**Cylinders are still the logistical roadblock**

- **Shipping steel to and from the print location**
- **Sleeves?**
- **New substrate – the polymer cylinder?**
- **Review the cylinder component in the entire “design to print”**

# Better reproduction

- **Engraving/Imaging**
  - **Electromechanical**
  - **Extreme Engraving**
  - **Direct Laser**
  - **Laser Imaging/Chemical Engraving**

# Sustainability

- The image carrier is very sustainable
- We as an industry do a lousy job of promoting this
- Cylinders are repurposed all the time
- Engraving plants are zero discharge
- Raw materials are minimal and repurposed
- Manufacturing foot print is less
  - *“what is the footprint of a cylinder?” (2.55kg CO2 per cylinder)*
  - *“what is the footprint of a flexo plate?” (0.82kg CO2 per sq.ft.)*
  - *Average print area is 9ft  $9 \times 0.82 = 7.38\text{kg CO}_2$*