

Gravure - the process of choice

An engravers perspective

David Haslam - SGS



"Best Practices & Emerging Technologies"

GAA Pressroom Conference – April 22-24, 2008

Millennium Hotel, Cincinnati, OH

for England, Harry and St. George



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Questions to be answered or myths to be broken

- Cylinders take weeks to produce?
- Cylinders and pre-press costs thousands of dollars?
- Gravure has jagged edges?
- Flexo is the only growth, gravure is dying?
- Gravure can't do 7 colour process ?
- Gravure has long make readies?
- You need thousands of cylinders in inventory?
- Gravure uses lots of scary chemicals?



Preaching to the choir BUT

- We as an industry have not done a great job at promoting gravure
- FTA has shown the way in marketing a process



Cylinders take weeks to produce?

- Ask our publication friends
- Cycle times are down to hours from days (not weeks)



Cylinders and pre-press costs thousands of dollars?

- Pre-press is becoming commoditized
- Gravure pre-press is very standardized - no minimum dot and retouching
- 5 cylinder gravure versus 8 colour flexo



Gravure has jagged edges?

- Direct laser
- Indirect laser
- Higher screen counts in gravure



Flexo is the only growth, gravure is dying?

- Take a look at the rest of the world !!
- Flexo has reached a technical/quality/cost plateau and it still can't rival gravure



Gravure can't do 7 colour process ?

- Oh yes it can
- But does it need to?
- It's all about colour space



Gravure has long make readies?

- Fingerprinting presses
- Profiling pre-press
- Process consistency is coming into its own



You need thousands of cylinders in inventory?

- Sleeve technology
- Engrave to need
- Inventory management - Millennium promotion



Gravure uses lots of scary chemicals?

- Gravure cylinder is entirely recyclable
- Zero discharge engraving facilities
- Where does all that photo-polymer go?



Gravure IS the process of choice

- That's all folks!!!
- Thank you

