



## DUPONT PACKAGING GRAPHICS INSTALLS 150TH CYREL® DIGIFLOW FLEXOGRAPHIC SYSTEM AT SONOCO TRIDENT TO MEET QUALITY IMPERATIVE

### BACKGROUND

Trident and its parent company Sonoco comprise a \$4.2 billion packaging organization that supports some of the world's best known brands, such as Colgate Palmolive, Jack Daniels brands, William Grant Whiskies and more. Their streamlined processes give them the unique capability to manage massive global brands with absolute consistency. They are passionately committed to technical development and investment is the key to their business, enabling consistent improvements for customers and colleagues alike.

### CHALLENGE

The brand managers that Sonoco Trident works with have extremely high expectations. They demand a precise quality control in the printing process and superior results that set their brands apart in the marketplace.

"A company's brand has to be perfect every time on every package," said Julia Cox, Senior Commercial Manager, Trident U.K. "If the printing plates are not made well, you can't control the result, so the relationship with the printer and brand is really important to leverage digital assets properly."

While high quality results can be achieved with Gravure printing, its expense, speed and flexibility limitations are often challenging. Sonoco Trident's clients for corrugated and flexible packaging expect them to bring new innovations that will meet their client's quality standards, quickly and cost-effectively. Shorter printing runs are in demand for more personalized or seasonal packaging, and digital printing with quick turnaround capability is gaining favor. For corrugated customers, the drive is to use less expensive substrate with the same quality print results.

### SOLUTION

Trident U.K. looked to DuPont Packaging Graphics for an innovative solution because they have formed a close collaboration over the last 20 years that has been mutually beneficial. DuPont has been consistently advancing flexography over the last 40 years. High quality at high

speed can easily be achieved with Cyrel® flexographic systems and recognition continues to build that it has distinct advantages over Gravure printing, without sacrificing quality.

By combining the unique capability Trident U.K. had already developed in High Definition digital printing, with the right flexographic printing system, they sought to achieve optimal results in terms of quality for their valued clients.

Trident U.K. became the 150th company globally to install a DuPont™ Cyrel® DigiFlow flexographic system. They chose the system because they recognized it as a powerful tool to improve solid ink densities and print contrast, while maintaining the outstanding image quality typically associated with Cyrel®, all within the existing digital workflow.



**DuPont™ Cyrel® DigiFlow 3000 ETL**

DuPont™ Cyrel® DigiFlow is a digital workflow enhancement designed to expand the capabilities of digital Cyrel® and digital Cyrel® FAST to deliver superior print quality and productivity. It adds a chamber that allows the creation of a controlled atmosphere during the main exposure allowing one-to-one reproduction of image elements on the plate. This one-to-one reproduction is critical to optimizing the effects of solid screening patterns.



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The Cyrel® DigiFlow exposure units are designed for use on an 'as-needed' basis, and can easily be switched off when the standard digital dot is the preferred result. Because of the low cost and the flexibility of Cyrel® DigiFlow, it is recommended as the simplest and most cost-effective solution for those flexographers desiring the ability to seamlessly switch between standard and flat top dots.

### **RESULTS**

“The installation was very well coordinated,” said Cox. “A DuPont Packaging Graphics representative was on site to help with the installation, provide advice, guidance and training which reduced trial and error on our part. I never worry if DuPont will be there for me because it’s always been the case that they have.”

Based on the trial success of the new unit, Trident U.K. is considering expanding its use of the Cyrel® Digiflow system globally. They are also considering a trial of the newest Cyrel® Performance Plate series of products from DuPont.

“Continued innovation helps us be more competitive,” said Cox. “Cyrel® Digiflow is part of our solution.”

**For more information on DuPont™ Cyrel® or other DuPont Packaging Graphics products, please visit our website: [www.cyrel.eu](http://www.cyrel.eu)**