



## SUNIMPROF ROTTAPRINT WELL-POSITIONED FOR THE FUTURE, THANKS TO DUPONT™ CYREL® FAST 2000 TD EQUIPMENT AND EASY PLATES

### BACKGROUND

Located in Apahida, near Cluj-Napoca, Romania Sunimprof Rottaprint, was founded in 1991 by Arnella Nechita-Rotta, her husband Cristi and her mother. The company began as a self-adhesive label producer, with three employees and a 20 sqm operations area. Over the years, Sunimprof Rottaprint has grown to become the largest flexographic printer of self-adhesive labels in Romania. An investment of 16.5 million Euro in the last decade has supported the expansion of the company to more than 200 employees currently working at the headquarters in Apahida and at four logistic centers in Romania, Hungary and Germany. As a result, the company is able to produce more than 117 million running meters per year.

Sunimprof Rottaprint serves clients from various industries including food, cosmetics, pharmaceutical and industrial by producing a diverse array of products: self-adhesive labels, shrink-sleeve labels, wrap-around labels, aluminium lids, aluminium foil for blisters, ice-cream paper cones, metallic paper packaging and flexible packaging.

### CHALLENGE

As a long-term goal, the company strives to be recognized as the model for a successful business in the Romanian printing industry. The vision for 2021 is to increase profitability and increase efficiency by means of a Kaizen, with a target of increasing the export rate from 20% to 50%.

### SOLUTION

To create the basis for increasing profitability and efficiency, a simplified production workflow is a key driver. The company felt integrating the newest equipment and plate technology was mandatory to reduce plate processing time and produce more stable and reliable print results. The old processing unit required replacement and different technologies were tested, with the result being the installation of a DuPont™ Cyrel® FAST 1000 TD processor in 2012. “Based on our good experience with the thermal processing technology, which eliminates solvent completely in the plateroom, we decided to invest into a new, bigger Cyrel® FAST 2000 TD. The new unit processes plates up to a size of 1,067 x 1,524 mm or 900 x 1,200 mm,” said Alin Neag, Pre-Press Manager. Production of finished Cyrel® FAST press-ready plates in less than 20 minutes allowed Sunimprof Rottaprint to be flexible and react faster on short notice orders or re-work.



From left to right: Simona Cimpean Plate Processing Operator, Mihaela Chifor Marketing Manager – Sunimprof Rottaprint, Hubert Steffan Sales Manager Central Eastern Europe – DuPont and Alin Neag, Pre-Press Manager – Sunimprof Rottaprint.

### RESULT

“The new processing unit requires less maintenance and is simpler to operate. Working conditions have improved considerably with the new Cyrel® FAST 2000 TD,” said Mihaela Chifor, Marketing Manager.

In combination with the new Cyrel® EASY plate technology, the prepress process is simplified by building the flat top digital dot directly into the plate, which results in increased productivity and consistency.

Sunimprof Rottaprint uses Cyrel® EASY EFX plate with a smooth surface and Cyrel® EASY EFE plate with an engineered surface, producing 70% of the narrow web labels with UV inks and 30% of wide web flexible packaging with solvent based inks. “Dot shapes are very good, which leads to stable print runs. Even very small highlight dots are being reproduced consistently and reliably. There is no need to charge our customers for redoing plates and we are able to deliver consistent and predictable quality of the goods on time,” said Alin.



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Simona Cimpean, Plate Processing Operator – Sunimprof Rottaprint

DuPont technology has helped position Sunimprof Rottaprint as a strong player in various markets.

Sunimprof Rottaprint is also supported by local distributor Graphic Open Systems (GOS), who provides technical service immediately and the international service specialists of DuPont. They are well-positioned for the future and optimistic to meet the targets and their vision for 2021.



From left to right: Hubert Steffan in conversation with Alin Neag and Mihaela Chifor.

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