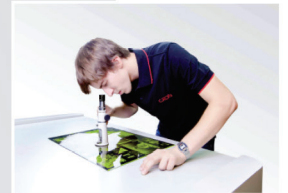


# Superior High Resolution Flexo Imaging

## **CRON** Digital Flexo Imager

### **CRON** HDI

HDI Flexo CTP products use CRON's latest magnetic linear drive system which is renowned in offset CTP for its ability to image accurate and high quality dots from 1-99%. This technology provides fault-free imaging ensuring precision printing from all digital photopolymer plates, ablative films and polyester-base letterpress plates.



The new CRON HDI Flexo units are available in 3 formats: 600mm and 900mm for label applications and 1600mm for general packaging work. Three versions of each model are available to enable users to tune production to their particular needs. "S" variants image at a speed of 1,3sqm per hour at a resolution of 4800 dpi. "H" variants image at a speed of 2,3sqm per hour at a resolution of 4800 dpi. "S + " variants image at a speed of 1 sqm per hour at a resolution of 9600 dpi.



#### State-of-the-art linear magnetic drive scanning system

High speed, high accuracy, zero friction and maintenance-free operation guarantees reliable, stable laser output.



#### V-shape guide

The unique V-shape guide rail guarantees smooth and stable movement of the scanning platform.



#### Built-in dedusting system

Built-in, high-efficiency dedusting, a powerful tool to resolve the difficult problem of dust diffuse reflection.



#### Highly refined external drum

Our class-leading external drum (surface flatness to within 5µm) lays a solid foundation for accurate laser focus and sharpest dot reproduction.



#### A precise laser system

A precise laser system is able to output variable resolutions such as 4800 dpi, 5080 dpi and 9600 dpi.

# Cron comes to the Cape

Whether it's a first venture into CtP or a replacement for existing equipment, Cron HDI units – now available locally from TAD Printing Products – are set to make South Africa's flexo printers more profitable. GILL LOUBSER tells the story.

**THE most recent addition to the expanding line-up of equipment marketed by TAD Printing Products comes from Cron Europe, based in Düsseldorf, Germany. With this agency under its belt, TAD now offers South African printers a formidable portfolio that spans the entire digital prepress spectrum – including UV, thermal and large-format computer-to-plate (CtP) technology. And what's more, the TAD team has secured its first sale of a Cron HDI Flexo CtP system.**

As TAD's Rob Bywater relates, he and Adrian Gildenhuys first came across this machine at Labelexpo Europe 2015, although at that stage it was still a prototype and not commercially available. The unit subsequently took centre stage at last year's drupa, illustrating an important diversification for Cron into flexo printing of packaging and labels. Having established a worldwide reputation for cost-effective, high-performance CtP solutions for offset, mainly used in commercial and newspaper printing, the company decided to bring similar benefits to packaging printers.

'Once it was officially launched,' Rob continues, 'we immediately ordered a unit, which arrived in January this year. We then went into gear with a "soft launch", inviting selected customers to see it put through its pace.'

Among those customers was Callie de Wet, MD of Label Leaders in George (Western Cape). He was immediately impressed and so the first order was signed, and the machine installed in February.

'We had some minor teething troubles, mainly because of our lack of training on the machine,' Rob concedes. 'But this was rectified when Adrian and Patrick Krieling, our technical sales representative, travelled to Düsseldorf in April for five days of intensive training. Both attained Level 2 accreditation so they're now in a position to support the product 100%.'

## Saving costs, minimising turnaround times

The model purchased by Label Leaders is the Cron HDI-900S, designed specifically for label printing, with maximum plate size of 920mm x 730mm and minimum size of 100mm x 100mm, standard resolutions of 4 800 and 5 080dpi, and an exposure speed of 1.3m<sup>2</sup>/hour.



TAD Printing Products' technical sales representative, Patrick Krieling, and Label Leaders' Theo Raubenheimer with the recently-installed Cron HDI-900 CtP unit – the first in South Africa. The quality of plates produced by this system is reported to be taking the company's process colour work to fresh levels.

It's installed in Label Leaders' in-house DTP/prepress department where all the necessary steps are handled to deliver high-quality labels in the shortest possible time.

For some time, Callie de Wet – one of TAD Printing Products' loyal customers for MacDermid plates – had expressed a desire to 'go digital' in the interests of saving costs and minimising turnaround times in the prepress department.

MacDermid's LUX In-the-Plate system is game-changing technology that provides all the benefits of LUX Lamination, but with the convenience of flat-top dots. No additional platemaking steps are needed to take advantage of the print quality and consistency provided by LUX flat-top dots.

And now this multiple-award-winning plate technology used by Label Leaders is enhanced by the installation of the Cron HDI- 900S.

Asked whether the new system has lived up to his expectations, Callie replies: 'The quality of plates coming off the Cron has taken our process colour work to a new level. When it comes to a buying decision, we have always considered technical backup and service to be as important as buying well-known brands. And the team at TAD Printing Products has lived up to our expectations in this respect.'

## Image accuracy and high-quality dots

HDI Flexo CtP products use Cron's latest magnetic linear drive system that's renowned in the offset world for its ability to image accurate and high-quality dots from 1-99%. This technology now comes to flexo printing and provides fault-free imaging ensuring precision printing from all digital photopolymer plates.



As flexo plate exposure is an ablative process, all HDI Flexo units are fitted with a comprehensive dust extraction system.

'These systems are designed to help label and packaging printers meet ever growing demands for higher quality, lower costs, faster turnaround times and flexibility to meet requirements for special offers and seasonal changes,' explains Rob Bywater.

'Using tried-and-tested technology, HDI units provides fault-free, high quality flexo imaging at a fraction of the cost of competitive systems,' Rob asserts. 'Whether it's a first venture into flexo CtP or a replacement for existing equipment, these new Cron HDI units will simply make South African printers more profitable!'

Adrian Gildenhuis takes up the topic of cost of ownership. 'As much as the initial cost of capital investment is important, it's crucial to consider the total cost of ownership. Here Cron is a clear winner with spare parts costing a fraction of those of competitive systems. But one of the most important factors in making a purchase decision is support and back-up,' Adrian maintains.

He points out that TAD Printing Products and MacDermid have already demonstrated high levels of technical support and that TAD and Cron have embarked on a similar journey.

'We already employ two fully-trained engineers,' Adrian continues, 'and Cron offers a support system second to none. All incidents are logged with the Cron support desk and, in the event of an urgent problem, a Cron technician from Europe will respond within two hours to support the local technician,' he adds.



'I believe the high resolutions of 4 800 and 5 080dpi, fast imaging speeds and variety of products – HDI 600, HDI 900 and HDI 1600 – combined with ease of operation and low cost of ownership are guaranteed to make Cron's products highly successful in the South African market.'

## Latest appointments at TAD Printing Products



### Patrick Krieling

*Technical sales representative, Cape Town*

Patrick started his career with Paarl Labels as an apprentice in the prepress department, and passed his trade certificate with flying colours. In 2012, he joined the DTP team at Raised Image, where he soon became the

local 'go to' person for both colleagues and customers whenever problems or queries arose.

Patrick has a keen knowledge of all major design software packages, as well as most industry standard workflows and RIPs. His experience in flexo plate production makes him the perfect liaison for customers.



### Leatitia Vuurman

*Senior manager, Johannesburg*

Leatitia has been involved in the printing industry for 13 years, starting in admin and working her way through the ranks to senior management. She has strong knowledge of offset blankets, litho plates and photopolymer flexo plates.

When TAD Printing Products was establishing a Johannesburg office, Leatitia was the ideal choice. Her experience provided a perfect foundation on which to build a strong, service-oriented operation; and her excellent knowledge of key products is setting a new benchmark in the supply of consumables to Johannesburg's printing sector.

