



Press Release

Asahi Photoproducts to Exhibit at Labelexpo Americas

A focus on quick, consistent and highest quality creation of plates with Asahi AWP™ flexographic plates

Tokyo/Brussels, August 2, 2018 – Asahi Photoproducts, a pioneer in flexographic photopolymer plate development, today announced it will be exhibiting at Labelexpo Americas 2018, scheduled for 25 to 27 September at the Donald E. Stephens Convention Center in Rosemont, Illinois. Asahi will be located in Stand F6479 at the show. The company will be showing its AWP™ family of water-washable flexographic plate solutions featuring Clean Transfer Technology, including its new AWP™ -DEW plate with washout speeds 2.5 times faster than previous plates, making it ideal for on-demand platemaking and a more efficient flexographic operation in even the busiest plants.

“At the show, we will be showing flexographic print samples printed using AWP™ plates imaged on an Esko Crystal XPS system whose simultaneous UV main and back exposure produces highly consistent digital flexo plates,” said Makoto Nagata, Sales Manager Overseas for Asahi. “We are looking forward to welcoming visitors and sharing information about the possibilities created with the quick, consistent, and highest quality creation of plates using the Asahi AWP™ family of plates.”

Asahi experts will also be available to speak with visitors about the Overall Equipment Efficiency (OEE) benefits of Asahi AWP™ plates. “Printing operations stand to reap huge benefits from moving to AWP™ plates,” adds Mr. Nagata. “Companies like Czech-based [Cologna Press](#) are seeing press uptimes of more than 50%, up from 25% with their previous plates, and even report running a 22-hour job with one set of plates, no stops, and with very consistent quality from beginning to end. In our experience, AWP™ plates make these types of results very achievable for flexo printers.”



Benefits of AWP™ Clean Transfer Technology

Asahi's AWP™ Clean Transfer technology provides a viable alternative to conventional flexo printing plates. Its water washable printing plate technology does not require high temperatures or VOC-based solvents. It provides high register accuracy, making it particularly suitable for printing with a fixed color palette and enabling odorless production. In addition to saving time and money and reducing waste, it also supports energy savings, while assuring exceptional quality and brilliant prints with significant improvement in overall equipment efficiency (OEE) as compared to traditional flexo plates. All of this delivers the most efficient flexographic printing plates in balance with the environment resulting high quality printed materials.

For more information about Clean Transfer Technology and other flexographic solutions from Asahi Photoproducts, visit www.asahi-photoproducts.com.

---END---

Note to the media: To arrange a one-on-one meeting with Asahi executives either before or during the show, contact monika.d@duomedia.com.

Caption

Print example for collection of UV flexo printed labels by AWP™ Clean Transfer and Esko Crystal XPS Technology

About Asahi Photoproducts

Asahi Photoproducts was founded in 1971 and is a subsidiary of the Asahi Kasei Corporation. Asahi Photoproducts is a leading pioneer in the development of photopolymer flexo printing plates. By creating high quality flexographic solutions and through continued innovation, the company aims at driving print forward in balance with the environment.

Follow Asahi Photoproducts at   



Asahi**KASEI**

More information is available at www.asahi-photoproducts.com and at:

Monika Dürr

duomedia

monika.d@duomedia.com

+49 (0)6104 944895

Dr. Dieter Niederstadt

Asahi Photoproducts Europe n.v. /s.a.

dieter.niederstadt@asahi-photoproducts.com

+49 (0)2301 946743

