

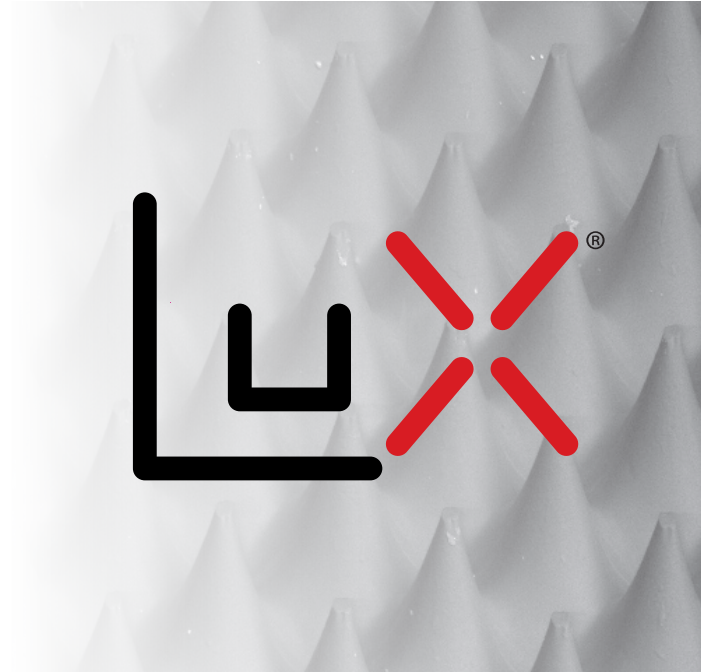
### Take the Next Step in Flexo Printing with the LUX Platemaking Process

MacDermid's LUX<sup>®</sup> platemaking process offers printers the opportunity to print like never before. LUX, an innovative process developed by MacDermid, enables flexo printers to increase print quality, improve print consistency and, at the same time, reduce operating costs and waste.

The LUX process produces a digital plate with a unique dot profile from a 1:1 mask-to-plate plate imaging process. The bump curve associated with digital plates is effectively eliminated.

This simple process works with existing digital plates from MacDermid, can be used with all flexo lasers, and does not require modification to existing equipment. It is backwards compatible, so you can still produce the legacy work via the standard digital platemaking process. To learn more about how the LUX process can transform your digital print jobs, contact your MacDermid representative.

When you want to take your flexo print to the next level, count on the company that innovates with you in mind, MacDermid.



#### Key Features

- Smaller printed dot
- Reduced sensitivity to wear and impression
- Faster press startup
- Reduced fluting in corrugated applications
- Easy to integrate process into existing platemaking

#### Segments

Flexible Packaging



Folding Carton



Corrugated



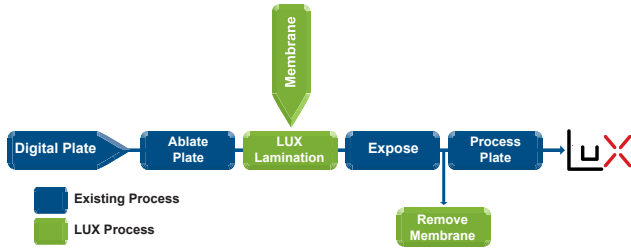
Tags and Labels



Sacks, Paper, Multiwall

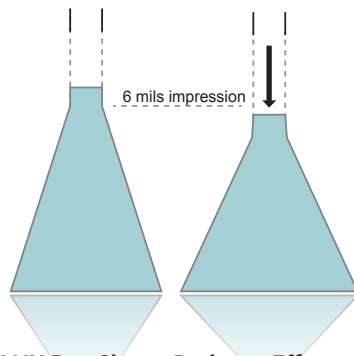


## Platemaking Process



- Works with your existing digital plate from MacDermid
- Can be used with your existing digital laser imager
- Does not require modification to your existing equipment
- Workflow adds 4 – 6 minutes, no change in overall platemaking capacity
- Backwards compatible: legacy work can be produced using standard digital
- Fewer steps for press adjustment

### Reduced Sensitivity to Impression



#### LUX Reduces Dot Gain From Impression

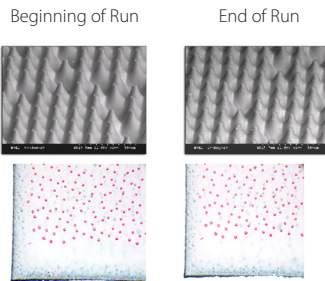
- 30-60% improvement possible compared to standard digital plates
- Longer runs using the same plates
- Fewer steps for press adjustment

#### LUX Dot Shape Reduces Effect of Impression on Dot Gain

### Reduced Sensitivity to Wear

#### LUX Reduces Dot Gain Caused by Plate Wear

- Plate material will still wear, however the change in printed dot size will be minimal
- Unique shape of LUX dot minimizes the affect of plate wear on print



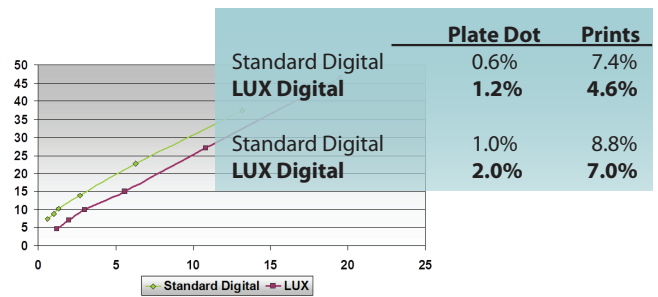
### LUX Membrane

In the LUX Platemaking Process, membrane is laminated to the plate material and then the membrane is removed after the exposure process. LUX Membrane is available in two different types.

**Membrane 100:** The original LUX membrane, Membrane 100 is supplied in rolls which are 700 feet (213 meters) long and is available in a variety of widths from 29 inches (737mm) up to 51 inches (1295mm).

**Membrane 200:** Another option for the LUX platemaking process, Membrane 200 allows the simultaneous creation of both flat-top LUX dots and an engineered surface pattern for improved ink transfer. Membrane 200 is supplied in rolls which are 700 feet (213 meters) long and is available in a variety of widths from 31 inches (787 mm) up to 53 inches (1346 mm).

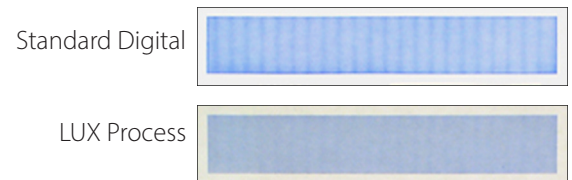
### Smaller Printed Dot



#### LUX Enables Flexo Printers to Print a Smaller Dot

- Less mechanical dot gain; LUX highlight dots print much smaller than standard digital plates
- Flexo becomes more competitive with other printing processes, reduces hard edges
- Increases in line screen possible with no investment in current print environment

### Reduced Fluting



#### Substantially Reduces Fluting in Post-Print Corrugated Applications



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