

For Immediate Release

Contact: Paul Merkel

404.699.3356

The LUX Process Exceeds Expectations

Atlanta, Georgia – August 19, 2010: MacDermid Printing Solutions announced today it has placed more than 10 LUX units in the field. The LUX platemaking process is brand new technology, having made its commercial debut on May 2, 2010. Orders for this innovative technology continue to be received at a record pace.

LUX is a new, innovative platemaking process for digital plates. It allows the platemaker to produce highlight dots, reverse and fine image detail in the plate with an improved image structure. Printers are able to achieve faster press startups, higher contrast, smoother vignettes and utilize an expanded print gamut. Print benefits extend into corrugated printing where LUX modified plates can provide a significant reduction fluting.



“The LUX Process is capable of 1:1 plate imaging and the elimination of the bump curve which is required for conventional digital plates. If a 1% dot is burned into the plate mask, a 1% dot will be formed in the plate. This simplification of the platemaking process will improve the consistency as well as the quality expectations from flexo”, said Paul Merkel, Director, Global Product Strategy, at MacDermid.

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Founded in 1922, MacDermid, Inc. is a global specialty chemicals company serving the diversified needs of the Electronics, Industrial, Offshore and Printing industries. It employs over 2,500 people and is headquartered in Denver, CO. MacDermid Printing Solutions is headquartered in Atlanta, Georgia.