

Artcraft Installs State of the Art Plate Department Proves to be a Dramatic Improvement in Quality



Artcraft has recently built a plate department to house new and revolutionary plate making equipment. The new equipment includes plate exposure and plate washout units. The equipment will not only change the way plates are made, but will dramatically improve the quality of flexographic label printing.

Artcraft's new exposure unit produces a plate with an entirely new print structure. As opposed to a conical shape relief of the print area, the new plate has a straight edge relief. This allows for finer print detail and smaller dots on process jobs and vignettes. The new electronically controlled washout unit produces a superior and more consistent plate than ever before. "We have committed Artcraft to the cutting edge of flexographic technology," said company president Warren Wurzburg, Jr. "We have reviewed each step in the production of a label and taken every step to assure the finest quality possible. While we have updated all of our printing equipment, this new pre-press equipment has made an equal contribution to our pursuit of quality. You cannot produce the finest label unless you are capable of producing the finest printing plate."

Results have been immediate and dramatic. Customers have seen a marked improvement in print quality when printing four-color process or vignettes. Quality Control Director, Jane Langford noted, "Our new plate technology has enabled us to print a 1% dot which reduces dot size by more than 50% over standard plate technology. This means that we will achieve far superior highlights on process work, and vignettes that can fade without a noticeable break or hard edge in the print."

"The gap between the print quality of flexographic printing and offset printing has been narrowed to the point that it has virtually been eliminated," said Wurzburg. "With the new plates, UV ink technology, and electronically controlled presses, we can achieve the results that the for which the industry has long been striving."