

# Case Study

## Application: Flexographic Printing



*FirePower UV LED Curing Light Source*

- Proven Reliability
- Superior Performance
- Innovative Technology

### UV LED Technology for Narrow Web printing

#### Mark Andy - Flexo Printing

Recognizing the fast-growing development of UV LED curing and ink products in the narrow web flexo industry, the R&D team at Mark Andy has created ProLED, a complete and integrated curing system based on Phoseon FirePower™ technology. ProLED system is now available for sale across their entire press product line. Over the past two years, ProLED system, along with the ink development, are the results of a close working partnership between Phoseon, Flint Inks and Mark Andy. The result is a totally new game changing UV technology, which brings an effective sustainable solution the Narrow web industry, fully ready to change your business today.

Mark Andy realized that UV LED technology enables an important evolution in curing or drying systems for narrow web. This new curing system delivers measurable advantages in energy usage, reduced heat load for thinner substrates, smaller footprints and clear

environmental benefits. Mark Andy has been recognized globally for numerous innovations over the past 65 years, most recently winning two technical innovation awards for the Performance Series print platform. By developing the Mark Andy ProLED curing option using Phoseon's FirePower technology, these latest award winning print platforms, as well as traditional flexo machines, can improve productivity and efficiency, increasing converter profit potential. ProLED fully supports the mission of Mark Andy, which is to continue to focus on proven innovations that directly provide converters tools to improve their businesses.

“We are very pleased and excited to offer Mark Andy ProLED, the first production-ready LED curing system for the flexo printing market. Along with Flint EkoCure inks, the ProLED system has demonstrated it can unlock significant value in our customer's operation. Seeing the customer trials exceed our expectations has

us excited. Partnering with leading suppliers like Phoseon and Flint Group has given us the ability to continue positioning ourselves as a technology leader in support of our growing worldwide customer base,” stated Greg Palm, Vice President of New Business Development for Mark Andy, Inc.

#### Flint Group - Flexo and UV Rotary Screen Inks

In response to the increasing need for improved sustainable print solutions, Flint Group Narrow Web is introducing a series of ink technologies for UV LED curing under the EkoCure™ brand. Ekocure will initially be introduced in UV flexo as well as UV rotary screen for combination printing. These inks will be the first commercially available flexo and screen inks formulated specifically for UV LED curing, providing the same performance properties in color strength and cure speed, and with improved adhesion characteristics.