

VCG-Connect is a UK-based reproduction house that supplies imaged plates to flexo printers throughout Europe. The company primarily services customers producing high quality flexible packaging. Connect had seen a great deal of growth over the previous few years, but in mid-2010, they were being challenged by a competitor that was able to surpass their quality. Jim McCormack, Managing Director of Connect, said "We were in danger of losing the market share that we had worked so hard to gain in the past five years. We knew we needed to make a significant strategic change in our business."

Concurrently, the technical team at Connect, led by production director David Piercy, had been investigating various flat-top dot technologies available in the marketplace. One solution they explored seemed like it would accomplish the quality aspect that they were seeking, but all the components of the solution were tied together in an unbreakable bundle. "We were really looking for a more flexible solution," said Piercy.

Around this time period McCormack and Piercy were introduced to the LUX® platemaking process from MacDermid. "We were drawn to LUX because it presented a flexible solution, it was available in large format, and the investment needed was less than other alternatives that could to get us the quality that we and our clients were looking for," said McCormack.

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So, in late 2010, McCormack and his team boarded a plane to pay a visit to the MacDermid global headquarters in Atlanta, Georgia, USA. There they were able to view the LUX platemaking process firsthand and meet with the entire MacDermid team, including R&D and executive management. "Everyone we met with at MacDermid was exceptionally knowledgeable, personable and cooperative. They put up no barriers when it came to sharing this new technology with us," noted McCormack. Immediately after their meeting in Atlanta, the team at Connect was fully on board with the LUX technology. "We came, we saw, we bought it," simply stated McCormack.

Connect added the LUX Process to their platemaking workflow in early 2011. Connect has combined LUX with other technologies such as HD and Microcell from EskoArtwork to create a unique bundled package that they are marketing as "Q-flex". Since adding LUX, McCormack and Piercy have seen print results with smoother ink laydown and fine tonal ranges. Piercy added that the distinctive flat-top dot geometry of LUX gives them "a dot formation that we can rely upon."

Since adopting LUX and developing Q-flex®, Connect has seen a strong growth in its business. "We have been and remain exceptionally busy," said McCormack. In addition to gaining market share from competitors, Connect has seized the opportunity to compete against the quality offerings of gravure and offset. Noted McCormack, "LUX is an enabler. It is enabling visionary flexo houses to tackle jobs that they could not before."

To learn more about the LUX Process and how this new technology can enable your business, contact your local MacDermid representative or log on to www.macdermid.com/printing.



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