

Fine Line Graphics

Customer Testimonial

Fine Line Graphics, Inc.

Fine Line Graphics, Inc., headquartered in Smithfield, Rhode Island, is a flexo trade shop that supplies an extensive menu of premedia services to flexographic printers and consumer packaged goods companies throughout North America.

Jim Toles, President of Fine Line, explains that his company's strategy for growth is to expand using new premedia technology and plate processing options that vastly improve print results. As part of the company's strategy to stay on top of the latest advancements in flexography, Toles and his team had done their research on available flat-top dot solutions in the marketplace. They knew that MacDermid's flat-top dot solution, the LUX Platemaking Process, touted a one-to-one mask-to-plate imaging process that could produce a smaller printed dot. "Digital [platemaking] takes you a step backwards. You need to have a plate that can hold a fine, fine dot and digital by itself won't do that. LUX enabled us to hold that dot and produce the print quality we were looking for," said Toles.

"It Makes Good Business Sense"

In mid-2011, when MacDermid announced that they had the ability to process LUX plates thermally utilizing LAVA thermal plate processing, Fine Line immediately sought to add LUX to its workflow. When speaking about why the addition of LUX and LAVA were such an important element to his platemaking operation, Toles explained, "Generally speaking, buying new equipment does not lend itself to being cost-effective, but with the low cost investment of the LUX Laminator, MacDermid has eliminated one of the major hurdles to doing business," explained Toles. The combination of LUX and LAVA has been easy for Toles and his team to integrate into their platemaking operations. "Our customers are now associating success with this package," said Toles. He added, "We have seen fantastic run lengths and quality improvements with products from MacDermid. Our customers are benefiting from that."

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"Trade Shop In a Box" Initiative

Fine Line's on-site platemaking services in Kansas, Ohio and New York were the beginnings of Fine Line's plan to offer a "Trade Shop In a Box" business model to its customers. As part of this plan, Fine Line offers printers with in-house platemaking operations the option to convert from a solvent-based system to a thermal-based system realizing the advantages both in terms of footprint size (space required) and environmental impact. Now Fine Line offers a package of digitally imaged plates coupled with LUX and LAVA to its customer base essentially creating a "Trade Shop in a Box."

"Value First"

"Our philosophy is to offer customers "value first" rather than the more conventional "value added," Jim explains. "It is our company's responsibility to provide customers product innovations that will surpass their needs." He adds "It shouldn't cost customers more money to try something new." It is this value proposition combined with strong strategic partnerships that has contributed to Fine Line's growth and it is this growth that creates the ability to continue help finance his "value first" initiatives. This "value first" pitch resonates specifically with decision makers who have P&L responsibilities. By doing so, they don't necessarily focus on the technical details of the product, but the overall compelling business reasons for making the switch. "And the reasons have been very compelling," noted Toles. "We have gotten into places that we couldn't get into before. We are able to maintain market share in a very competitive environment because we have been able to stick to our strategic growth plan of offering new products. This is the reason why we are perceived in the industry as an innovative, progressive company."

To learn more about Fine Line Graphics and their product offerings visit www.flgcorp.com.

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



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