



MacDermid Graphics Solutions
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PRESS RELEASE

MACDERMID GRAPHICS SOLUTIONS SELLS LAVA® NW-M THERMAL PLATE PROCESSING SYSTEM TO TELROL

(Atlanta, GA USA) – September 27, 2019 – MacDermid Graphics Solutions, a worldwide supplier of photopolymer printing plates and platemaking systems, has sold a LAVA NW-M thermal plate processing system to Telrol. The thermal processor was on display in Brussels, Belgium this week at Labelexpo Europe 2019, the world’s largest event for the label and package printing industry.

“The LAVA NW-M thermal processor is a cornerstone of MacDermid’s sustainable platemaking system for the label and narrow web market. Partnering with Telrol on this thermal system not only allows them to fulfill their promises to their customers, it also allows MacDermid to further our goal to provide the ultimate flexo solution to the industry. Telrol initially started with our plates in their legacy solvent processor before transitioning to thermal without needing to change the plate type due to the versatility of MacDermid’s dual-processing plate portfolio,” stated Andy Beesely, Business Director, EMEAR of MacDermid Graphics Solutions.

MacDermid’s LAVA NW-M thermal plate processing system’s small footprint reduces platemaking space and can create press-ready plates in less than an hour, instantly improving productivity and workflow. LAVA thermal processing eliminates the need for solvents and makes in-house platemaking a viable option for the narrow to mid-web market.

Will Parker, CEO of Telrol commented, “This allows us to further our ambition and deliver our promise to our customers to have a solvent-free, sustainable environment for the production of rotary, self-adhesive labels. We are delighted to partner with MacDermid and with Andy, and his team and deliver this promise to our customers to be the very best in the sector.”

Contact us to learn how our comprehensive thermal solutions will improve your workflow and elevate your print to the next level.

About MacDermid Graphics Solutions

MacDermid Graphics Solutions is a global leader in the manufacturing and marketing of photopolymer plates and platemaking systems for the package printing industry. From analog to digital, liquid to sheet, solvent to thermal, MacDermid offers its customers a choice when it comes to selecting the plate processing method that is the best fit for their specific application. MacDermid Graphics Solutions has been leading the way in flat-top dot technology with our award-winning LUX® ITP™ Platform and LUX® Lamination. To elevate your print to the next level, count on the flat-top dot technology experts, MacDermid. For more information about MacDermid Graphics Solutions, visit graphics.macdermid.com.

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