

**Hybrid CTP developed for the Package Printing Industry
Image processing techniques obtained from CTPs for offset printers
has been applied to flexographic and letter press printing**

March 14, 2006: The Media Technology Company (President: Eiji Kakiuchi) of Dainippon Screen Manufacturing Co., Ltd. (Headquarters: Kamigyo-ku, Kyoto, Japan) has developed the PlateRite FX870, CTP (Computer to Plate) for flexographic and letter press printing.

Flexographic printing is one method of printing product wrapping, containers, and label printing and processing. It has gained popularity since 1990 in Europe and America with the environmentally friendly printing methods designed around water-based and UV ink. The market for the package printing industry has evolved to rival other conventional offset and gravure printing industries.

Similar to flexographic printing, letter press printing is one of the more popular methods of package printing used for sticker labels and drink cans within the Japanese package printing industry, however CTP devices for the letter press industry have not advanced as fast as the flexographic printing industry in Europe and America. With superb quality and cost performance ratios, the popularity of CTP devices is expected to soar in a similar way to Japanese offset and gravure printing industries that are already have CTP implementation.

The PlateRite FX870 is designed to meet the global trends of the package printing industry, and is a hybrid CTP system for both flexographic and letter press printing, based on the renowned technologies of the PlateRite series of CTP devices designed for offset printing. When compared to conventional plate production techniques, the PlateRite FX870 features improved reproducibility of highlighted areas, and offers high quality printing of packaged products. Issues concerning start up costs within the package printing industry have been largely overcome with the PlateRite FX870's exceptional cost performance ratio.

SCREEN has taken advantage of PlateRite FX870 development to further advance the package printing industry by increasing product lineup to meet the range of requirements of users. The aim is to gain a 20 percent market share in the European and American CTP flexographic printing industry, and a 70 percent market share of the Japanese letter press industry, where the popularity of CTP devices is expected to upsurge, within two years. A consolidated range of solutions will be developed for software and peripherals to enable SCREEN to become the leading global manufacturer within the package printing industry.

* The PlateRite FX870 will be on display at IPEX 2006, held in Birmingham, England from April 4 to 11.

**Suggested retail price in Japan
(before tax)**

18 million yen

Date sales are expected to commence

September 2006

Expected annual sales (first year)

30 units



PlateRite FX870

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<http://www.screen.co.jp/press/nr-photo/indexE.html>