

An N.V. Publication

# FLEXO

Market News®

*The Bi-Weekly News Publication Serving The Flexographic Printing Industry*

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## Executive Outlook

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**ATLAS CONVERTING • BOBST •  
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2012

## COLOR RESOLUTIONS

### **George Sickinger** President & CEO

#### **There are bright, colorful days ahead**

The economy is improving, and there have been a great deal of capital investments among converters. We are seeing converters adding or replacing flexographic presses to become more efficient, which usually means running faster with more consistent quality and less down time. Change can always spell opportunity, and this has certainly been the case for Color Resolutions International (CRI). New equipment almost always requires new ink formulations to maximize the capability of the new equipment. At CRI, we love converters who are aspirational and wish to achieve new, higher levels of graphic reproduction to differentiate themselves. We feel very blessed to be a part of the dynamic packaging industry.

#### **Helping converters grow their business**

Converters usually grow by offering something their competitors can't or won't do. Quality printing, produced efficiently, is always part of the equation. The printing impression is like a fingerprint at a crime scene. CRI has highly qualified technical service people who can identify root causes of printing that is less than the best. With that knowledge, combined with our proprietary ink and coating chemistry, CRI can solve problems at the pressroom level and make any converting operation more efficient.

CRI makes a point of knowing our co-suppliers and their capabilities. That is how we have learned over the years to understand the whole printing process and the myriad of things that can impact a printed job. Converting companies could benefit greatly from forming their own co-supplier team chosen from the best of the best. Such a team of professionals can be called upon for consultation for continuous improvement projects or for advice on new, often bold initiatives involving capital expenditures to go after a new market.

Typically, converters keep suppliers in silos, thus losing some valuable input that could make for a more costly implementation. I believe this occurs because the various suppliers call on different levels within the organization, and the top person doesn't know many of them. Ink and color are the most visi-



ble, and poor printing can often be a manifestation of a number of issues going on in the process. Ink, pre-press, plate, cutting die, substrate and equipment suppliers at a converters operation should know each other for the betterment of their mutual customer.

#### **Growth markets for Flexo converters**

Flexo printing is and has been well represented in packaging, but there is still plenty of room for growth. Flexographic print quality has so vastly improved over the years – leaving the offset market as a prime target for growth. Also, flexography is an ideal process for the developing and growing shrink market.

#### **CPCs and consumers are leading Flexo printing**

The buzzwords from CPCs are “retail ready.” CPCs and the retailers want packaging that is ready to grab consumers' attention on the self without having too much product handling at the store. Everyone in the supply chain should learn to think like a consumer. Converters need to be very active in the packaging design phase, including their suppliers in the process so they can efficiently print the final design. All packaging components need to be integrated so the brand identity is supported from the shipping container to the bag, box or label on the shelf.

#### **What would we like you to know about CRI?**

What we say about ourselves is far less important than what our customers and co-suppliers say about us, but if you were to ask any of them, I think that they would say that we are problem solvers with a deep knowledge of the flexographic process.