



MARVACO: ACHIEVING AWARD WINNING RESULTS WITH DUPONT™ CYREL® FLEXOGRAPHIC SYSTEMS

BACKGROUND

Marvaco, Ltd. is a leading flexographic tradeshop in the Nordic countries, with more than 70 professionals in Finland and Sweden handling over 20,000 packaging visuals annually. They are focused on prepress, tactical visual creation and versioning to all printing methods. Marvaco also works as supplier for flexographic printing plates and sleeves for its packaging printers.

The company was founded as a father and son operation in 1995 and today has three facilities in Helsinki, Ulvila and Tampere in Finland. With the acquisition of Linds Flexo (est. 1914) in Helsingborg in 2013, Marvaco extended its business to Sweden.

Marvaco has a history of firsts: it was the first company in Finland to adopt digital platemaking, using a Computer to Plate process and plates purchased from DuPont in 1999. In 2005, the company was among the first to adopt DuPont™ Cyrel™ FAST, and was again the first in Finland and only the third in the world to install the Cyrel™ Round system in 2010. This progressive stance with regard to technology has enabled Marvaco to maintain its leading position in the industry and continue to advance quality, productivity and sustainability as it continues to grow.

Marvaco focuses on highest print quality and state-of-the-art technology to ensure best results for its high end packaging customers. Their core values are responsibility, friendliness, creativeness and courage. These values create a solid base from which to work skillfully and with a passion.



Marko Valkamo, Production and Development Director

CHALLENGE

Marvaco is expanding beyond its borders in both Finland and Sweden, increasing its market share throughout Scandinavia and beyond. In order to continue to compete and grow, quality output is imperative without sacrificing productivity, and service and support remain crucial. In Finland, the quality of flexographic printing is already so exceptional that competing gravure technology is seldom used. Flexo is displacing gravure in Sweden as well, but the competition among flexographic printers remains fierce.



Kai Lankinen, Managing Director

“Within the last two years, not only has flexo quality become comparable to gravure, in many cases it is visibly better. Marvaco continues to compete effectively against both gravure and other flexographic printing suppliers based on its technology, service and support capabilities and we are gaining recognition for it,” said Kai Lankinen, Managing Director, Marvaco, Ltd.

Maintaining its leading position requires Marvaco to take an active role in evaluating and implementing new technology that continues to raise the standard of quality, and repeating the process as technology advances to continue its success. But, even companies featuring the best technology must pair it with artful execution to set themselves apart in the package printing industry. Marvaco is challenged to do just that and further differentiates its offering by gaining recognition for its quality output across the industry, regularly entering its work in competitions that focus on print quality and performance.

And, dedicated service and support remain an essential part of Marvaco's collaboration with its customers to attain award winning results.



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SOLUTION

To fulfill its customers' present and future expectations in terms of quality and lead times, Marvaco has consistently invested in new state of the art technology and has collaborated closely with DuPont Packaging Graphics to advance the quality, productivity and quality of flexography in its operations.

As early as 1970's Marvaco (Linds Flexo) began using DuPont™ Cyrel® photopolymer printing plates, and today is working with the latest Cyrel® FAST Plates and Cyrel® FAST Round equipment. It has introduced its own Marvaco MultiScreen screening that allows fadings and vignettes with a clear, visible difference, and Esko HD Flexo pixel plus, which completes its state-of-the-art technology suite and enables it to create flat top dots whenever needed for high definition Full HD Flexo.

Marvaco is also currently evaluating the newest DuPont™ Cyrel® Performance Plates, a family of next-generation flexo printing plates specifically designed to provide outstanding tonal range and the highest possible solid ink density from existing standard digital workflows.

The success story of Marvaco emphasizes the importance of collaboration and continued investment in high quality Cyrel® equipment, sleeves and plates.



RESULTS

"Marvaco is one of the most recognized prepress leaders in the region, having won nearly 30 international awards for the quality of its work. From its first in 2002 with the DuPont™ Cyrel® Grand Prix award, to the 5 awards it has earned within the first half of 2014 at the U.S. FTA and the U.K. Efa Print Awards, it continues to drive quality results.

"It is no coincidence that Marvaco is continuously winning awards," said Lankinen. "Our customers can get world class print quality with us which is internationally recognized as such. Due in part to the advances we've made, flexo is not just comparable to gravure, I would assert that it is better, which is why it and has replaced gravure in the Finish market."

In April 2014, Marvaco delivered the prepress and plates made with Cyrel® flexographic systems to two winning entries at the U.S. Flexographic Technical Association (FTA) competition for Excellence in Flexography. RKW Finland Oy was awarded a gold medal and named Best of Show for its Falcon BBQ print job, and Pa-Hu Oy won a bronze medal for the Hau Hau Champion job.

"DuPont has always been a reliable partner and major supporter," said Lankinen. "The long lasting collaboration we have maintained through good and bad times has helped make Marvaco the leader it is today, and we look forward to continuing to build a successful future together."

KEY INDICATORS

Key indicators to the international success of Marvaco:

- Deliver continuously highest quality
- State-of-the-art technology
- Partnership, true collaboration and common success with customers
- DuPont as reliable partner, providing latest innovations, common events to train customers and offer solutions.

For more information on DuPont™ Cyrel® or other DuPont Packaging Graphics products, please visit our website: www.cyrel.eu