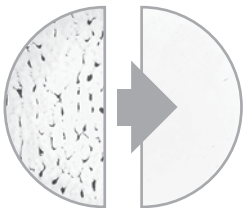


BRIGHTEN UP WITH

**WHITEFX**<sup>TM</sup>  
INK TRANSFER SOLUTION



**DON'T GET BLINDSIDED.  
WHITER WHITES ARE POSSIBLE.**



INCREASED INK OPACITY  
SMOOTHER INK LAYDOWN  
INCREASED PRINT SPEED  
BRIGHTER COLORS



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# BRIGHTEN UP WITH WHITEFX™

INK TRANSFER SOLUTION

CSW's WhiteFX™ Ink Transfer Solution helps flexo web printers to achieve a more uniform distribution of white pigment particles. The resulting ink laydown is smoother and more opaque, with an appearance that is comparable to white polyethylene. Put simply, this translates to whiter whites and brighter colors – at top print speeds.

## The Problem

Historically, smoothness and strong opacity in white ink has been a challenge for the entire flexo industry. Brand owners continue to express dissatisfaction with the weak appearance of white ink on transparent substrates. White ink typically does not level out well or lay down smoothly, which causes pinholing defects. Even with acceptable opacity, the mottled surface reflects less light. As a result, the white looks dull and dirty instead of clean and vibrant. Other inks printed on top of this compromised foundation lose their saturation and color fidelity.

## Inadequate Workarounds

In an attempt to compensate for these print defects, printers have gone to great lengths to find workarounds, such as raising ink viscosity, increasing anilox volume, or applying a coarse screen to the plate surface: all in an attempt to improve the the white ink transfer and reduce pinholing and mottling effects. Other, more expensive fixes included using a second white plate or reducing print speed.

## Our Solution

As part of our search for a solution to our customers' problem, CSW participated in a rigorous study of multiple variables at production speed and volume. We conducted a series of tests run at above 1500 feet per minute and over a million impressions. The findings have resulted in a unique, but non-proprietary, ink transfer solution engineered to make white ink lay down smoothly.



WhiteFX™ is the optimal combination of plate durometer, pattern frequency and texture on the plate surface, mounting tape density, and anilox volume. The integration of these carefully tested and recommended components allows solvent-based flexo printers to benefit from absolutely smooth, pinhole-free white ink coverage on transparent film.

**No need for a second plate.**  
**No need to slow down the press.**

Because the white pigment has a more uniform distribution and the ink coverage is more level, it reflects more light and looks brighter. A mottle analysis reveals that WhiteFX™ reduces the mottle factor from a typical, average industry measurement of 20 down to 1 or below. White coverage printed with WhiteFX™ will consistently look and measure smoother and more opaque across a wide web – and every other color that overprints will also see dramatic improvement.

**Don't get blindsided. Brighten your own whites today.**

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