

DuPont Packaging Graphics

THE SCIENCE OF COLOR AND PRINTING TECHNOLOGIES

Innovation at the speed of your business



Original Langen Kaffee in a Flexo printed package

„Flexographic printing opens entirely new doors for us.“

Small print runs can be managed using flexographic printing more economically, particularly in flexible packaging applications. The benefits of this printing process are the ability to quickly and economically manufacture print forms and, as shown recently, achieve high quality. Companies such as **Privatrösterei Langen Kaffee in Medebach**, Germany, a roastery that had been looking for excellent packaging quality for their exclusive products and premium brands, even for smaller quantities, have discovered this fact for themselves already.

Coffee is a way of life, and an extremely individualistic one as well. Most coffee connoisseurs have a favourite brand and their own concept of how good coffee should taste. Conscientious coffee drinkers are also willing to pay a premium for high quality coffee and receive a genuine coffee-drinking experience. Most kinds of high-quality coffee are only produced on a small scale, which has an impact on the design and manufacturing process for the packaging.

For this reason Langen Kaffee, in Germany's Hanseatic town of Medebach, had been looking for an economical solution for packaging printing of its product and sample goods, which were generally produced on a smaller scale. The aim was to improve the appearance and print quality of the products. The roastery Langen Kaffee is a premium provider of coffee that values excellent quality and individuality of the coffee over quantity. Each year the company produces nearly 200 metric tons of coffee and offers its customers – more specifically exclusive retail stores, speciality coffee shops, and tea shops – smallscale coffee roasting, which is often sold under a private or local label.

As can be expected, the quantities that individual customers purchase are also much smaller. Previously Klaus Langen, owner of the business, used gravure printing to manufacture the packaging for his coffee products, and he continually ran into the problem that a change in design was not feasible for smaller scale production. It was simply too expensive to manufacture the gravure printing cylinders and print the packaging for small-scale production. However this situation starkly contradicted his determination to offer customers high quality and exclusive coffee with a private label and individualized solutions.

Varying requirements called for alternatives

At drupa 2008 the company encountered DuPont for the first time. His company discovered there the benefits and performance level of flexographic printing and the Cyrel® FAST round print forms used. Shortly after the first presentation Klaus Langen, owner and CEO, was convinced of the benefits of this technology for production of his company's packaging. He was particularly interested in how the technology could improve quality and productivity, handle smaller print runs, integrate new designs



Langen Kaffee Team

DuPont Packaging Graphics

“Advancing Flexography”



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more quickly and economically, and react to changes in a product's format more quickly. And the sustainability argument helped push ahead the deal.

The Kind (Kind junior) team in Bielefeld, Germany, developed two new designs for Langen Kaffee to implement in its coffee packaging, capable of being printed in a run of 5,000 running meters/design. The parameters specific to the printing process were taken into consideration during the design stage. The WKA (Warburger Klischee Anstalt) team produced the colour separations using dot gain compensation curves that corresponded to the profile of a flexographic press from Fischer & Krecke. Seamless sleeves were printed using the Cyrel® FAST round system by DuPont.

Fast and straightforward

The order was handled using the services of Kobusch-Sengewald, a print shop in Warburg, Germany, that has been very pleased with the performance of Cyrel® FAST round print forms. The professionals at the print shop were particularly convinced of how easy it was to handle, how quickly and convenient it was to set up the printing press, and how well the colours were transferred. All that and the perfect register accuracy for the print job led them to the conclusion that "it is simply a lot of fun to print using these sleeves."

This technology has also convinced Klaus Langen, owner of the Medebach-based roastery: "It seems that I will soon stop using gravure printing in production because flexographic printing and the Cyrel® FAST technology provides us with premium print quality and economic benefits when it comes to production, even for tiny print runs. It provides us with a means to expand our private label in the coffee-roasting business. Not only that, we can also produce enticing packaging."



Langen Kaffee Production



From left to right: Mr Christoph Brieden and Klaus Langen enjoying the flavour of Langen Kaffee

Langen Kaffee has an annual production of around 250,000 packages of coffee each of 250 or 500 grams, which are then marketed to a variety of customers. This translates into around two to five metric tons of product each year. Klaus Langen comments: "When we switch over from gravure to flexographic printing, it will give us the chance to increase the number of different packaging designs we can offer, augmenting the individuality just a little more. We are now able to offer our customers who only purchase smaller quantities, high-quality packaging with an individual design, which will enhance their sales by conveying a sense of exclusiveness of premium coffee to their end customers."

Background information: Cyrel® FAST round sleeve technology

Using flexographic printing with high-quality flexographic print forms is one of the major factors in saving time and money, as Langen Kaffee has proven. DuPont contributes to this with its seamless Cyrel® FAST round sleeves. The sleeves provide an excellent alternative to the traditionally mounted printing plates. The advantages of the thermal Cyrel® FAST platemaking are also used to make the seamless Cyrel FAST round sleeves. Four Cyrel® sleeves can now be produced in less than 60 minutes using this solvent-free method. These print forms feature greatly reduced mechanical tolerances, leading to extremely precise registration, a more even colour transfer, and greater richness in detail. Flexographic printing can now rightly take its place as an alternative to gravure printing in terms of quality. Makeready times for Cyrel FAST® round sleeves on the flexographic printing press are even shorter, making it possible to meet customer needs and requirements more quickly and flexibly.

Time and money can be saved using this technology for flexographic printing while optimizing quality – a major advantage for production companies and for customers who need to open their possibilities in production to provide for more types of packaging.



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