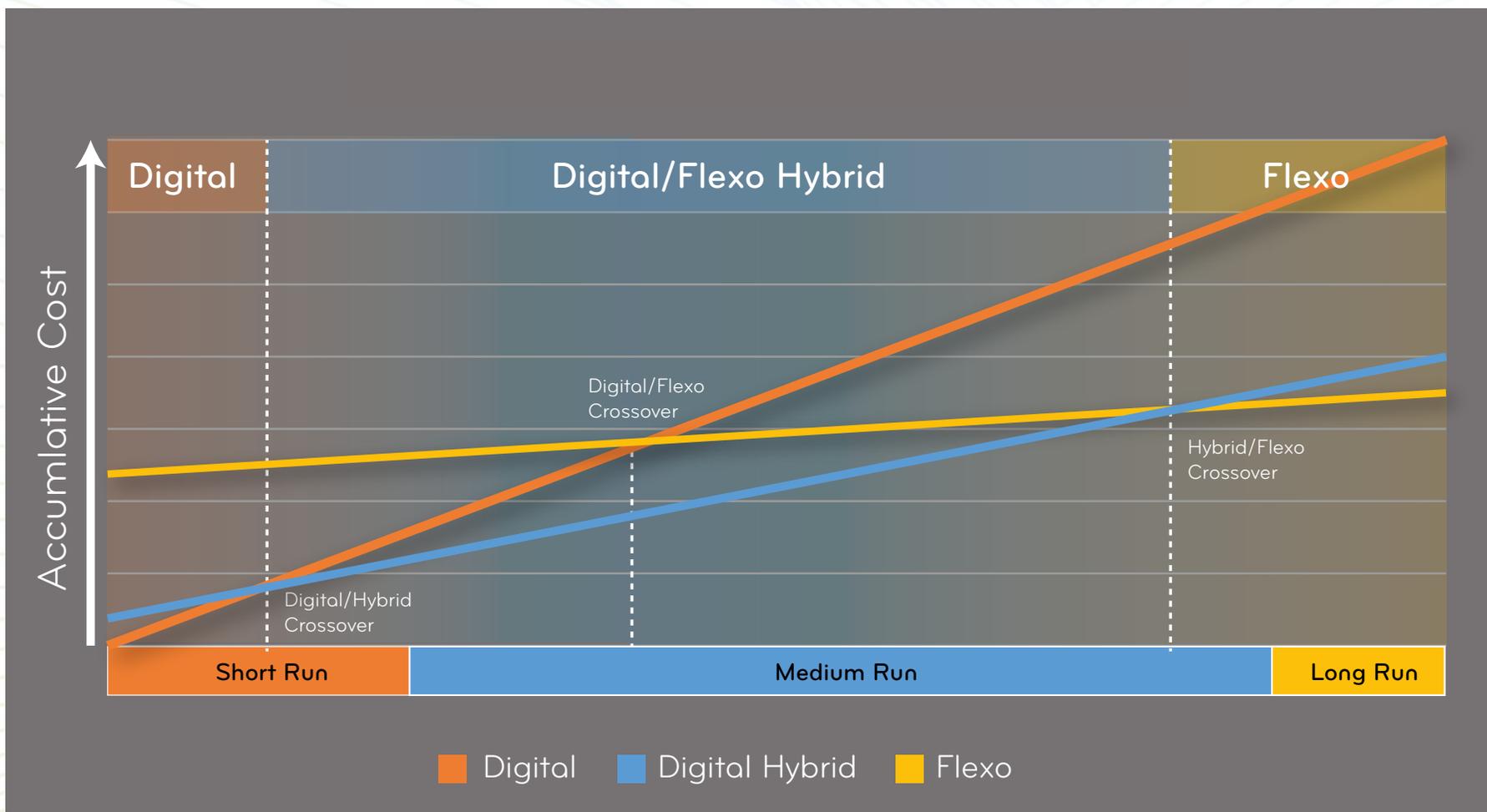


# Why is hybrid digital printing so compelling?

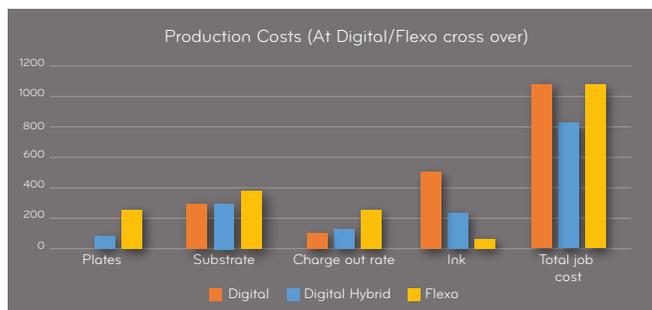


# GRAPHIUM®

## Combining the efficiency of digital label production with the flexibility of flexo

A hybrid digital label press enables each graphic element to be produced by the most efficient process, be it digital or flexo.

Shorter run jobs can be printed purely digitally, maximising the efficiency and time saving of digital. As the run length increases it is more efficient for dominant colours, such as key brand colours or white, to be printed as flexo spot. This ensures the largest coverage areas use the significantly lower cost flexo inks.



### Reducing total number of inks

A hybrid digital label press allows you to choose which colours in a job to print digitally and which to print flexo. Printing certain spot colours flexo ensures a high degree of colour accuracy, and can also reduce ink costs. Less critical spots and process colours are printed digitally. Graphium digital inks are CMYK yet produce a gamut to rival the majority of 6-7 ink systems.

### Reduced setup times

Graphium is able to manipulate the crossover point by reducing setup times and total ink cost. Utilising the latest digitally controlled flexo technologies means the setup of 1 or 2 stations compared to 8-12 stations significantly reduces setup time and cost. The entire press is setup in a couple of minutes. With runs of 3-4,000 metres being viable, a label converter can cover the majority of its jobs with a hybrid press, rather than investing in a stand-alone digital inkjet press that will only cover the low run work.

### Digital colour management

Graphium's ability to provide more accurate process colour reproduction and to emulate non-critical spot colours further reduces setup. Graphium's digital colour management also introduces the benefits of improved images, fine text and detail.

### Increased quality

Spot inks provide the highest quality for flat areas of colour and blends. Digital produces high quality images, text and fine detail. The highest quality product is produced when the optimum process for the graphic element is utilised, and balanced with cost and ease of production.

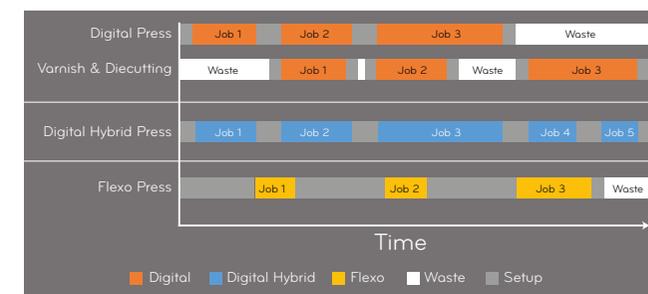
### In-line finishing efficiency

In-line finishing reduces the number of operators and production steps that are introduced by using auxiliary equipment. As a result in-line varnishing, lamination and die-cutting can increase productivity and the yield of the press by up to 30%.



### Graphium label workflow

The key to success is balancing setup costs and setup time with ink costs. Graphium Label Workflow helps do this and ensures that you can output the files seamlessly to either the press or a platesetter.



The Cube, Maylands Avenue, Hemel Hempstead, Herts, HP2 7DF, UK  
Tel: +44 (0)1442 213440 | email: [marketing.comms@ffe.co.uk](mailto:marketing.comms@ffe.co.uk) | Web: [www.ffe.co.uk](http://www.ffe.co.uk)

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Contact one of our Graphium specialists  
to find out more email: [graphium@ffe.co.uk](mailto:graphium@ffe.co.uk)