

CASE STUDY—ZAHARA® XP

Higher Value in Platemaking for Crawford Industries



Subject:

Crawford Industries LLC,
Crawfordsville, IN

Profile:

A leading manufacturer of graphic quality plastic materials, Crawford Industries also produces printed plastic products including complete high-end package solutions.

Challenge

Find an alternative plate for their two waterless presses that comes with better support and will lower costs without changes in printing quality

Solution

Verico Technology's Zahara XP chemistry-free plates for waterless offset

Results

- A new and reliable source for waterless offset plates
- Chemistry-free platemaking for their waterless presses
- Lower platemaking costs
- Faster, more profitable prepress operations
- On-press performance consistent with their previous plate brand
- An excellent service relationship

Service and Chemistry-free Platemaking Combined with On-press Performance

Crawford Industries LLC, Crawfordsville, Indiana, has earned a reputation as a leader since 1959 in the graphic quality polyethylene and polypropylene extruded sheet and converting industry. The company and its Envision Packaging division provide high-end printed plastic products that include packaging for a range of retail and consumer markets, including health and beauty, consumer telecom, and entertainment. The company is the only supplier that does everything from manufacturing the plastic sheets to printing and finishing the completed products.

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A significant part of Crawford Industries' printing production is waterless offset on two KBA Genius 52 presses. "One third of our printing is on the Genius 52 presses," explains Crawford's Prepress and Printing Manager Todd Chastain. On those waterless presses, Crawford is now using Zahara XP plates exclusively.

A Change is Recommended

Crawford purchased its first Genius 52 press in 2005 and acquired the second in 2009. The company used what was the leading waterless plate for years, but was not satisfied with the service and support the manufacturer offered, nor with the lead time required on plate orders. "We had to order plates four months in advance," says Chastain, "and they didn't offer us much service."

A dealer from whom Crawford buys consumable supplies recommended a change to Zahara plates, and the plate manufacturer's Zahara service team engaged with Crawford to facilitate the change.

To make the change to Zahara plates, a few modifications and adjustments were needed in Crawford's CTP system. "The manufacturer's service team did an excellent job assisting us in these changes," Chastain reports. "They also fixed some other unrelated platesetter issues we were having. Their team is one of the best we ever had in serving us as a customer."*

Continued on reverse



To produce high quality printing with UV inks on plastic, Crawford Industries and its Envision Packaging division employ screen printing equipment, a Heidelberg XL 75 UV press, and two KBA Genius 52 waterless offset presses. Zahara XP is the plate of choice for its waterless presses.

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ZAHARA[®] XP
CHEMISTRY-FREE WATERLESS CTP PLATE



Case Study: Crawford Industries LLC — Continued

Operational and Business Advantages

Zahara plates are designed for chemistry-free imaging and processing. Crawford is using a Zahara Eco-Kleen wash unit running pure water in the unit. “The elimination of chemistry is very important to us,” Chastain says. In addition to enjoying the environmental benefits of chemistry-free platemaking, Crawford’s prepress operation is more efficient and profitable now. “No chemicals is a huge bonus for us. We save a lot of time and money with the elimination of plate chemistry. And, the blue dye used with the previous plates created a huge mess,” says Chastain.

After the change to Zahara plates, Crawford has easily maintained the same high levels of printing quality that they achieved with the previous plates. “The plates roll up great and there’s been no change in printing performance,” Chastain remarks. Zahara’s compatibility with UV inks, he adds, “is great.”

With the recent Zahara XP product upgrade, Chastain reports faster imaging without any impact on image quality and on-press performance.

Zahara plates, and now Zahara XP, have delivered verifiable improvements for Crawford Industries, improving profitability and competitiveness. In addition to reducing labor and eliminating chemistry in making plates for their two waterless presses, “We’ve saved money on the plate purchase price,” Chastain points out. And he’s quick to add that the high level of support they receive from the Zahara service team members continues to be one of the deciding factors in choosing Zahara XP plates. “They are very knowledgeable and I love when they come out so I can pick their brain,” he says. ■

Corporate Headquarters—USA

Verico Technology LLC
230 Shaker Rd., Enfield, CT 06082
Toll free: 1-800-492-7286 • info@vericotechnology.com

Verico Technology—Europe

Order Management:
Verico Technology LLC
Kokkolastraße 5, D-40882 Ratingen, Germany
Phone: +49 2102 564 6061 • Fax: +49 2102 564 6001
E-Mail: orders@vericotechnology.com

Administration:

Presstek Deutschland GmbH*
Maurus-Weber-Str. 24, D-97980 Bad Mergentheim, Germany
Phone: +49 7931 483637

*Currently undergoing name change to Verico Technology

www.vericotechnology.com

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*Manufacturing, sales and support of Zahara XP plates was recently transferred from the original manufacturer, Presstek LLC, to Verico Technology. Personnel who provided customer support for Zahara XP users continue to service Crawford Industries and other Zahara XP users.