



# Southeast Flexo Seminar

Wednesday, June 20 | Atlanta, GA

**REGISTER TODAY!**

**Wednesday**

**June 20, 2018**

9:00 a.m. - 1:30 p.m.

**MacDermid**

**Graphics Solutions**

5210 Phillip Lee Dr SW

Atlanta, GA 30336

**MacDermid Graphics  
Solutions Center Tour**

11:30 a.m. - 12:30 p.m.

Lunch Provided - noon

**Register Today!**

Contact Terri Fassino

Customer Service, FTA

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**FTA Members: FREE**

**Non-Members: \$25**

## Pressroom Fundamentals: The Key to Productivity

FTA has brought together a team of industry experts to provide attendees a greater understanding of pressroom efficiencies. The seminar will cover the critical technical aspects of process control; including anilox rolls, ink, plate technology and measuring color.

Hand-in-hand with the seminar, attendees will tour the MacDermid Graphics Solutions Technical Center at its headquarters in Atlanta, GA. The technical center focuses on new developments, technologies, best practices and testing for flexographic plates.

### Why Everything Matters in Flexo and Beer

Printing is a lot like brewing, in that the ingredients all interconnect to produce the final product, whether that's color or beer. Explore the ingredients that make for good print, and how all of them need to work together.

**Bobby Congdon**, Assistant Director Sonoco Institute of Packaging Design and Graphics, Clemson University

### Anilox 101- Care & Use of Your Anilox

We will walk through and review the manufacturing aspects of an anilox roll, cover how to inspect, detect and correct plugged cells and outline best methods for selecting line screen and volume. Also under review: best practices for keeping an anilox roll in top condition.

**James Carson**, Technical Sales Engineer, Flexo division, Pamarco

### 4 Critical Factors to Printing Success

The presentation will link critical factors to efficiency and savings numbers that we've uncovered through many in-depth case studies. The discussion will cover both water-based and solvent-based technologies.

**Adam Bland**, President, Quantum Ink Company

### Back To The Basics:

#### Everything You Should Already Know About Flexo Plates, But Need a Reminder About

Basic Flexo plate QC and process control is exactly how it's described... fundamental. At times, we forget what the proper way of maintaining plates requires, so we need a bit of a refresher. This session will cover everything you need to know about basic QC, cleaning, and storage of a flexo plate to make sure you are getting consistent plates job-to-job and they are lasting as long as they are supposed to.

**Jason Cagle**, Application Development Specialist, MacDermid Graphics Solutions

### Best Device to Measure Color, the Eye or Spectrophotometer?

Depending on the user, the results of "eyeballing" color can result in inconsistency. Learn why the human eye is not the best tool for consistent color and why having the right tool is important. We'll discuss how to eliminate the guesswork, reduce waste and optimize production.

**Norm Uress**, President, MeasureColor

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