HAMILLROAD SOFTWARE APPROVES MACDERMID GRAPHICS SOLUTIONS' LUX® ITP™ 60 PLATES FOR USE WITH BELLISSIMA DIGITALLY MODULATED SCREENING FOR FLEXO

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CAMBRIDGE, UNITED KINGDOM – Hamillroad Software, specialists in prepress solutions for the printing industry, have today announced that MacDermid Graphics Solutions', flat-top dot experts specializing in photopolymer printing plates for the flexo industry, LUX® ITP™ 60 digital plates have been approved for use with Bellissima Digitally Modulated Screening (DMS).

Andy Cave, Hamillroad CEO comments: "Bellissima DMS underwent various pre-release tests with a number of suppliers within the flexographic printing industry to find the best strategic partners for Bellissima DMS to go to market. The results we have seen with Bellissima in conjunction with MacDermid's ITP™ plates have been fantastic! In addition to the print quality, the machine issues such as bounce, barring and slur have been reduced significantly and in many cases eliminated."

Andy Beesley, MacDermid's Sales Director EMEAR comments: "We are pleased to announce that LUX® ITP™ 60 has been approved for use with Bellissima DMS. Taking advantage of the unique dot profile from the 1:1 mask-to-plate plate imaging process of ITP, Bellissima DMS delivers a level of quality usually associated with offset and gravure, while retaining the cost efficiencies of flexo. The result is a level of print reproduction on both Narrow and Wide Web that is unparalleled in the industry."

Beesley concludes: "We believe the combination of these 'best in class' solutions will bring about a transformational change in the industry."

To see the difference Bellissima DMS and ITP plates can make to your business, visit Hamillroad's stand 11B22 and MacDermid's stand 5A17 at LabelExpo, where there will be a wide array of print-samples available on show.

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About MacDermid Graphics Solutions
MacDermid Graphics Solutions is a leader in the manufacturing and marketing of flexographic printing plates used in the packaging industry. MacDermid Graphics Solutions is a division of MacDermid Performance Solutions, a global specialty chemicals company serving the diversified needs of the Electronics, Industrial, Offshore and Printing industries. To learn more about MacDermid Graphics Solutions, visit www.macdermid.com/graphics.

About Hamillroad
Hamillroad Software is a global supplier of software solutions for the prepress industry. Hamillroad solutions help customers save time and money during all stages of the printing process whilst also improving the final printed image fidelity.

Portfolio
Hamillroad Software specialises in Digitally Modulated Screening which provides unparalleled screening technology for Lithographic (Auraia DMS) and Flexographic (Bellissima DMS) printing.

The FirstPROOF solution allows users to simulate errors which may occur on press before plates have been made. It helps users save valuable time and money during the pre-press process.

In addition, their Lightning Plugins work with the Harlequin RIP to improve the output speed of TIFF, PDF or LEN files by up to 4-10x or more, making the prepress screening (RIP output) process faster and more efficient.

Company

Hamillroad Software is headquartered in Cambridge, UK and partners with resellers and OEMs worldwide to distribute and sell their solutions. For more information on Hamillroad and its products please visit their web site at www.hamillroad.com

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