

STAND OUT WITH **Bellissima DMS**



**DON'T BLEND IN.
MAKE AN IMPRESSION.**



MORE COLORS
FINER DETAILS
LESS INK
GREATER SHELF IMPACT



csw inc
packaging made better
800-800-9522 cswgraphics.com

MORE COLOR, LESS INK

Bellissima DMS

Bella, Bellissima! Or simply Gorgeous! This is what the Europeans said when they saw the results of this revolutionary Ultra High Definition screening . We have to agree! By collaborating with Hamillroad and MacDermid, CSW once again has disrupted our industry and set a new paradigm for the world of Flexo printing.

hamillroad 

Transforming the image of print

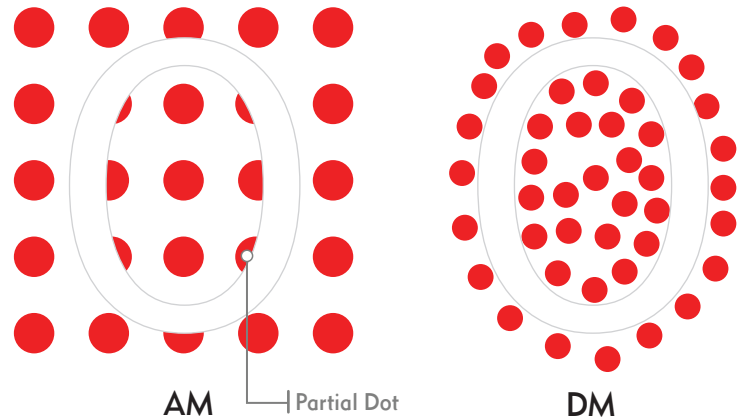
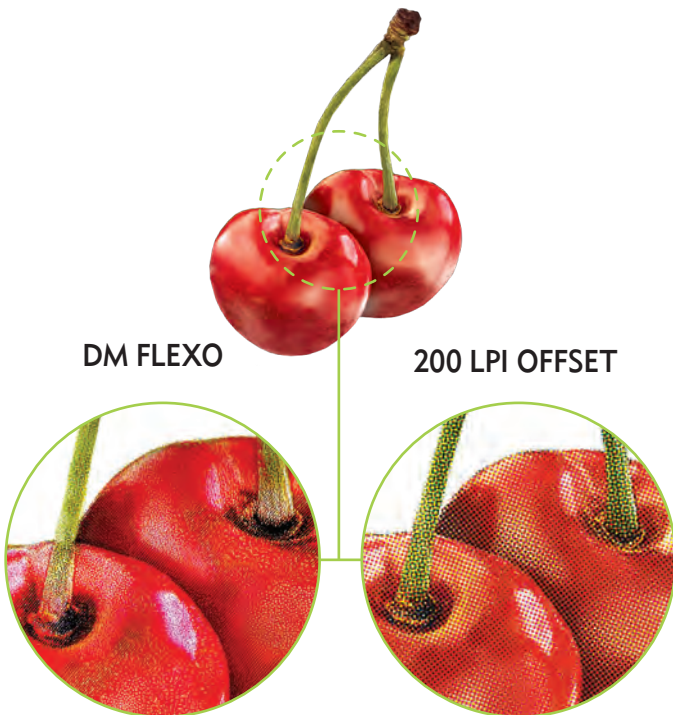
• **Seeing is believing**

Bellissima DMS offers unprecedented level of flexographic print reproduction previously associated only with Gravure and Offset and is challenging digital printing as the future for flexible packaging and labels.

- Print resolution equivalent of 300-400 lpi
- Highlight dots down to 0.75%
- Shadow dots up to 99.5%
- Vignettes that fade smoothly to zero
- Dramatically reduced dot gain (especially in highlights)

• **Fixing decade old problem**

Since its invention, basic principles of the Flexo screening technologies have been updated only slightly, retaining some of its original problems like moiré, sensitivity to print registration, partial dots, noise, grainy tints, color shift, etc. Bellissima DMS disrupts this status-quo with innovative technology that's a fusion of the best characteristics of AM, FM, XM, GS, and CS screening while avoiding their limitations and problems. It dramatically enhances the quality and stability of flexo press work.



• **More with less**

By its "screen-angle-free" design, Bellissima DMS enhances further Extended Color Gamut (ECG) printing and, according to the independent study, significantly reduces ink consumption. Overall savings of approximately 10%-15% of ink can be expected for typical production jobs compared to printing with a traditional AM screen.

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MORE IS LESS, LESS IS MORE

SMOOTH TRANSITIONS

REFINED DETAIL

SHARP COLOR

REDUCED INK CONSUMPTION



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