Enable CMYK & ECG Fixed Palette Printing with Bellissima DMS

Bellissima DMS facilitates the successful adoption of CMYK and ECG fixed palette printing for both tag/label and flexible packaging... the biggest opportunity to compete in flexo today! Bellissima's patented and unique screening technology is significantly more advanced than conventional screening and unlocks the full potential of fixed palette printing for printers, converters and brand owners alike.

Fixed palette printing brings a multitude of benefits for printers, converters and brand owners, the most obvious being the elimination of press wash ups... but successful adoption has been a challenge. The practise of replacing spot colours with process colours presents an increased risk of problems caused by misregistration, leading to poor quality prints, increased waste and in turn, increased costs. Simple print elements such as brand logos and text suffer from a reduction in smoothness, sharpness and legibility, leading to their rejection by customers.

The solution to these challenges is Bellissima DMS! Hamillroad's screening technology integrates seamlessly into the ESKO Automation Engine workflow and creates a more consistent and reliable manufacturing process. Because of Bellissima's unique and patented dot structure, you can say goodbye to colour shifts, visible dots and jaggy text, rosettes and moiré... and unhappy customers! Bellissima's screening technology achieves exceptional Ultra High-Definition image fidelity (equivalent to 300-450lpi), so flexo printers can meet the demands of their customers while accelerating production, increasing capacity and reducing costs.
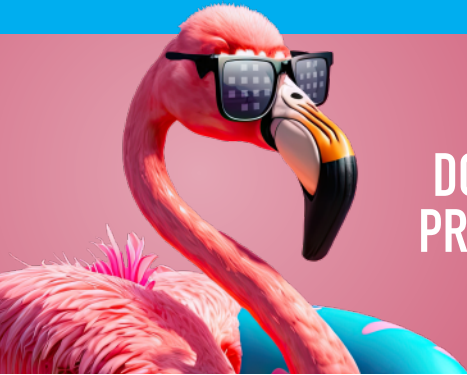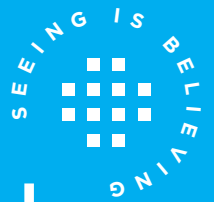
Printers and converters who have digital and flexo presses, are utilising Bellissima to unlock the potential of fixed palette printing for flexo allowing them to more optimally move jobs between digital and flexo, and as a result reduce time to market, deliver jobs at lower cost and increase their profitability. Bellissima does this by facilitating a 'compromise free' transition from digital to flexo with no reduction in the quality of print.

Bellissima is also helping printers and converters around the world make the desired transition into flexo from long-run unsustainable gravure, with (or without) fixed palette printing, without compromising on image fidelity, whilst reducing overall costs.

> "The converter reduced time on press by 1 hour per job with faster make ready and reduced waste, resulting in a 30% reduction in costs per job!"
>
> **Flexographic Solutions S.L. (FGS)**
> Spain

hamillroad
Transforming the image of print

For more information on Bellissima DMS:
www.hamillroad.com/bellissima-labelexpo

Bellissima DMS will help you meet your Commercial, Production and Customer needs

SEEING IS BELIEVING

DOUBLE YOUR PRINT CAPACITY

Adopt fixed palette printing and increase your print capacity...

- Eliminate press wash-ups
- Increase production press speeds
- Reduce plate mounting / set-up time
- Double your print capacity (narrow web)

Give brand owners a point of difference, print more sustainably...

- Reduced use of solvent (through elimination of press wash ups)
- Less waste to dispose of (on start-up and throughout the print run)
- Reduction in ink consumption (ref: Kai Lankinen PhD)
- Reduction in plates per job (ref: Kai Lankinen PhD)

PRINT MORE SUSTAINABLY

REDUCE COSTS

Reduce costs by switching to Bellissima DMS...

- Increase capacity/reduce overhead per job
- Reduce amount of make ready waste
- Reduce use of solvent and ink
- Eliminate the need for costly ink store

Win new business with consistent 'photo real' image fidelity...

- Stunning shelf appeal with Ultra High-Definition image fidelity
- Sharp graphics and legible tinted/reversed text
- Beautiful fades to zero with highlight dots down to 1%
- Lifelike textures and increased image contrast

STUNNING IMAGE FIDELITY

Get in touch

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For more information on Bellissima DMS:
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