

## Flenex: Sunimprof Rottaprint

Romanian flexographic printer sees improved production and environmental credentials with Fujifilm’s Flenex FW plates and plate processor.

**Company:**

Sunimprof Rottaprint

**Location:**

Apahida, Romania

**Fujifilm products:**

Flenex FW-L and Flenex FW-FP plates, SB-928 processor

**Type of work:**

Flexible packaging, labelling

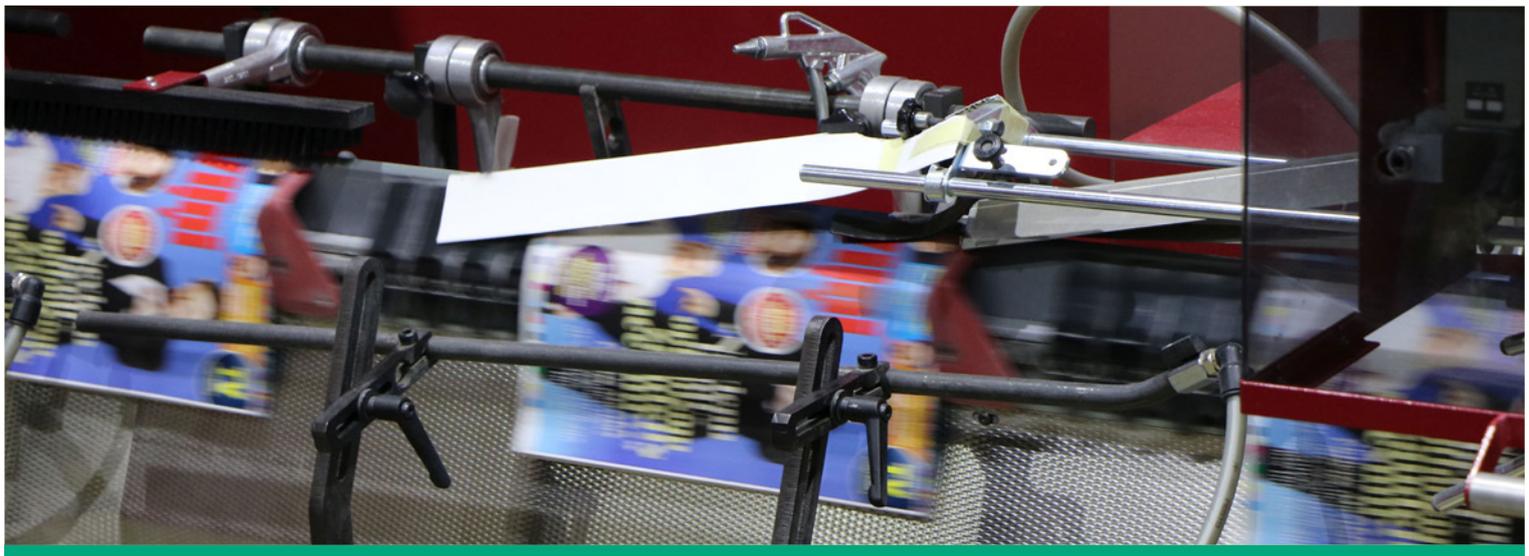
- ▶ Sunimprof Rottaprint is the largest flexographic printing company producing self-adhesive labels in Romania.
- ▶ Manufactures label and packaging materials for a variety of industries, including food and beverage, wine and spirits, cosmetics, detergents, home care and healthcare.
- ▶ Employs 268 staff.
- ▶ Rottaprint has had a long and positive relationship with Fujifilm and its Romanian distributor, Printman.
- ▶ Since 2016 Rottaprint has relied on Fujifilm’s Flenex FW-L plates to support its range of flexo applications.
- ▶ They now use Fujifilm’s Flenex FW-FP plate – following a successful beta trial – and SB-928 plate processor.



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**ALIN NEAG**

PREPRESS MANAGER, SUNIMPROF ROTTAPRINT



Founded in 1991, Sunimprof Rottaprint manufactures various label and packaging materials for a variety of industries, including food and beverage, wine and spirits, cosmetics, detergents, home care and healthcare. With its own environmental practices and the timely delivery of high-quality products to its customers both essential to its operations, Sunimprof Rottaprint has relied on Fujifilm's Flenex FW-L plates to support its range of flexo applications since 2016. After a successful beta trial of Fujifilm's new Flenex FW-FP plate and SB-928 plate processor in 2019, the partnership with Fujifilm continued to grow.

"Our clients have many varied demands, and we always look to ensure our flexographic solutions are capable of delivering to the standard that they expect of us," says Alin Neag, Prepress Manager at Sunimprof Rottaprint. "Whether it's self-adhesive labels, shrink sleeves, wrap-around labels or flexible packaging, our 268-strong workforce strives to supply the perfect product in the quickest possible time. We take great pride in being one of the leading flexographic printers in Romania."

Sunimprof Rottaprint's investment in Fujifilm's Flenex FW-L plate and plate processor has not only helped the business to grow, but also maintain an environmentally friendly operation: "Flenex was our first foray into water-washable plate production and we have been very impressed with the results," continues Neag. "The quality of the printing has been consistently high and no solvents are required during

plate production, which means, compared to a solvent based system, processing times are kept to a minimum. Furthermore, with no chemicals involved in Flenex plate production, Sunimprof Rottaprint is able to carry out its flexographic operations in an environmentally friendly way.

"The Flenex FW-FP plate has produced very impressive results and we are now looking to move our entire water-washable plate production over to it."

Neag is also keen to emphasise the long and positive relationship he has had with Fujifilm and with Fujifilm's Romanian distributor Printman: "Since we first invested in Fujifilm's ColorArt hard proofing system back in the 1990s, we have had nothing but positive experiences with their sales and technical staff. Fujifilm and Printman understand our business requirements and are always on hand to provide support and advice on how to use the equipment. I would definitely recommend working with both companies."



**For further information:**

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