Change how you see white



OUPONT

Cyrel_®
EASY BRITE Screens

Did you know the average spend on white ink is \$700,000 per press per year?*

How would you like to save 45% of that cost?

When used with DuPont™ Cyrel® EASY plates, Cyrel® EASY BRITE screens deliver improved ink laydown for solids, brighter whites and documented ink savings.





How BRITE is your white?

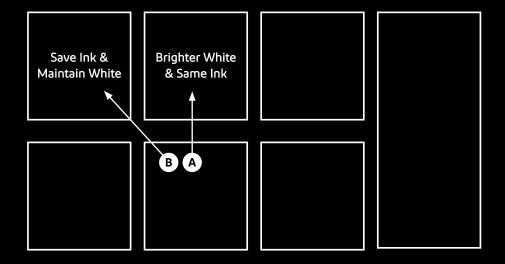
High opacity alone doesn't make a good white.

A bright white takes the right combination of opacity, low mottle and low graininess. Cyrel® EASY BRITE Screens help deliver a superior white by balancing opacity, mottle and graininess.

To help printers identify the optimal point, DuPont developed the EASY BRITE Index™, a multidimensional measurement that combines opacity, mottle and graininess into a single number. The higher the index, the better your white. It's that EASY.

See it in the film samples

- By moving from the samples on the bottom row straight up, the printer can improve the EASY BRITE Index number, meaning brighter whites.
- By moving directionally up and to the left, the printer can achieve ink savings by using a lower anilox while still achieving an equal or better white.



Designed to be used with 4.0bcm aniloxes and higher

Cyrel® EASY BRITE Screens:



Higher print quality

- More uniform ink laydown
- Eliminates trail edge void
- Improves opacity, reduces graininess and reduces mottle



Greater savings

- Use smaller-volume aniloxes
- Run higher press speeds
- Eliminate need for a specific white plate



EASY setup

- Works with existing setups
- Available for Pixel+ and Non-Pixel+ configurations
- No hardware to purchase

DuPont™ Cyrel® EASY BRITE Screens - Pixel+

EASY BRITE P+1

Opacity = 60 BRITE Index = 66

No Screening

Opacity = 56 BRITE Index = 22

5.0 bcm

EASY BRITE P+2

Opacity = 61 BRITE Index = 67

No Screening

Opacity = 61 BRITE Index = 35

7.5 bcm

EASY BRITE P+3

Opacity = 66 BRITE Index = 82

No Screening

Opacity = 63 BRITE Index = 62

9.0 bcm

No Screening

Opacity = 63

BRITE Index = 57

Double Hit 5.0 bcm





*Based on DuPont internal testing and independent printer test results.

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