

News Release



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AVCE Direct Engraving Material Receives Accredited Printing Plate Seal from Stork Prints

AVCE has now become the world's leading direct engraving material to receive the Accredited Printing Plate seal for direct laser engraving from Stork Prints, the technology leader in direct laser engraving.

"The benefits of direct laser engraving with AVCE are extraordinary, with 30% faster plate processing, amazing print quality and less impact on the environment."

Bryan, OH – [AVCE](#) has now become the world's leading direct engraving material to receive the Accredited Printing Plate Seal for direct laser engraving from Stork Prints, the technology leader in direct laser engraving. AVCE is offered exclusively by Anderson & Vreeland, Inc., leading manufacturer and distributor of flexographic plate processing equipment and materials, and is specifically designed for state-of-the-art laser engraving systems like those manufactured by Stork Prints.

"The benefits of direct laser engraving with AVCE are extraordinary," said Paul Zeinert, Direct Engraving Product Manager for Anderson & Vreeland, Inc. "Plate processing is 30% faster, print quality is amazing and AVCE has less impact on the

environment. We're honored to have received this certification," he added.

AVCE direct engraving material is imaged by direct laser ablation in a one-step process that delivers impressive results, including excellent ink transfer, dimensional stability and durability, faster processing, and plate resolution up to 200 lpi for flexography and 250 lpi for letterpress.

AVCE lets you control the engraving parameters that affect dot shape and support, producing precise results that can be formulated to match printing requirements. The ability to directly engrave AVCE impacts the three dimensions of an image reproduced on to the printing plate. Plate relief becomes shallower and more stable since AVCE can be engraved precisely in the third dimension with up to 12-bit digital resolution. Total relief depth and dot support parameters within the plate are not fixed, as physically given with UV exposure. These parameters are operator controlled and adjustable to the density in the design. At the same time, AVCE provides optimum reverse depth in the image without the need to adjust overall plate relief.

Processing plates and sleeves digitally eliminate the need for film processing, exposing, traditional solvent wash and lengthy drying times. Added benefits include better reproduction quality over longer runs, simple changeover, reduced errors, fast turnaround and environmental-friendly plate production. AVCE is a true polymer material, so pre-exposure (required with photopolymer) is not required. For more information visit www.AndersonVreeland.com or call toll-free 866.282.7697.

About Anderson & Vreeland, Inc.

Founded in 1961, Anderson & Vreeland has earned an international reputation as a leading supplier of flexo platemaking equipment and materials to the graphic arts industry. The company offers a "systems approach" by evaluating a customer's needs and offering innovative solutions in the form of equipment, materials, training, and

technology tailored for each customer. A&V supports these solutions with over 50 years of experience and a nationwide staff of technical sales representatives thoroughly knowledgeable about the fine points of flexo. The company's substantial flexo experience and technical support sets it apart from other prepress suppliers. This experience and support results in smoother and easier integration of technical advancements affecting flexo prepress. Further information is available on the web at www.AndersonVreeland.com.

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(Photo: AVCE receives Accredited Printing Plate Seal for direct laser engraving from Stork Prints.)