

# IMPRESSIONS

THE LATEST NEWS FROM LÜSCHER FLEXO – THE LEADERS IN DIRECT LASER ABLATION

## Lüscher AG acquires ZED Instruments

**We are delighted to announce that Lüscher AG of Switzerland has acquired ZED Instruments from previous owners, The Moore Company.**

Lüscher is a privately owned company, established more than 50 years ago, specializing in the development and manufacture of high-quality mechanical and electronic solutions for the pre-press digital large-format print as well as the textile and screen printing markets. Their commitment to developing a unique CtP device for thermal plate production has been a success with the installation of over 500 units.

With effect from 31<sup>st</sup> March 2004, ZED Instruments has integrated into the Lüscher group under the name Lüscher Flexo and will operate from new premises in Thame – some 40 miles (65km) west of London – under the direction of the present Managing Director, Bruce Knox, supported by the existing staff. He comments: "This development means a great deal to us. In the past, ZED Instruments was very much a technology driven enterprise. Now incorporated in the Lüscher Group, we'll greatly benefit from marketing through the Group's sales and distribution outlets. With the help of Lüscher's network, we can expect to rapidly expand our clientele throughout the world. Fulflex, A Moore Company, which supplies elastomer materials for direct laser ablation, will continue to represent us in North America."

Lüscher's proprietor, Hans Lüscher comments: "This acquisition forms part of our growth strategy; to acquire in an orderly manner, companies and technologies which strengthen our existing business, capabilities and assets, and is the key to our expansion in the flexo sector."

Lars Janneryd, member of Lüscher AG's Board of Directors, added, "We decided to acquire ZED Instruments because of their long-standing experience in the flexo market and their new, advanced technology. Since Lüscher strategically decided to capitalise on the potential of the flexo process, this move will provide an excellent opportunity to speed up that course of action and give us wider access to the flexible packaging, label, point-of-sale display and plastic tub printing markets."



Hans Lüscher  
CEO Lüscher AG



Lüscher's XPose! production plant in Gretzenbach, Switzerland



# FlexPose!direct laser ablation system launched

Lüscher Flexo is pleased to announce the launch of its next-generation laser ablation system, the FlexPose!direct, at DRUPA. The FlexPose! direct builds on the success of ZED Instruments' ZED-Mini, which, since its launch in 2000 has been installed at over 40 sites worldwide. Direct laser ablation continues to be the only truly direct, one-step method of flexo plate and sleeve production, and the only method that eliminates the use of both film and solvents.



NEROC Prepack and hi-repro (amongst other Lüscher Flexo's customers) routinely produce plates and sleeves at 150 lpi that successfully compete with companies using 'in-the-round' photopolymer to print wide-web flexible packaging. A user in Japan, Hishigen Printing Co., recently announced top quality printing at 175 lpi.

Improvements in usability and functionality incorporated in the FlexPose!direct include:

#### Increased productivity

#### Reduced set-up time

- modular low cost engraving-cylinder system
- easy change sleeve system

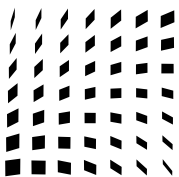
#### Improved workflow

- Simplified dotgain calibration
- Seamless 1-bit or 8-bit file handling

#### Improved ergonomics, ease of use and smaller footprint

Bruce Knox comments "The launch of this new product represents the completion of an extensive product development programme and allows our customers to benefit from the expertise we have continued to develop over the last four years. We are very excited that the launch of the FlexPose!direct comes

at a time when many in the industry expect polymer plate manufacturers (most of whom are using our engravers and expertise to aid their development programmes) to launch polymer plate for flexo that can be directly-ablated".



## Please visit us at drupa 2004

See the NEW FlexPose!direct laser ablation system at **DRUPA hall 9, stand B77.**

Lüscher also announces the launch of a NEW digital FlexPose! mask imaging system at **hall 4 stand A21.**

The FlexPose! is based on Lüscher's CTP setters which combine the best of internal and external drum technology and will image the mask layer of a new type of digital polymer plate

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# lüscher

Lüscher ZED Flexo Ltd.  
328 Molesey Road  
Hersham  
Surrey KT 12 3PD  
United Kingdom

Phone +44 (0) 1932 228977  
Fax. +44 (0) 1932 243603  
info.flexo.direct@luescher.com  
www.luescher.com