

FLEXO VS. GRAVURE

CHROMAPRINT INDIA



SHORTER LEAD TIME

Due to the use of photo-polymer plates and inherent process flexibility, the lead times for development and supplies of packaging materials using flexo is almost 1/4th of that of gravure.



FLEXIBILITY

Due to the inherent nature of flexo printing, the minimum order quantity(MOOs) requirements are significantly lower when compared to gravure. Even 1000 shrink sleeves of a particular size and artwork can be produced and supplied within a short span of time.



LAUNCHES & PROMOTIONS

The combination of lower MOOs and shorter lead times results in flexo being the process of choice for promotional artworks, limited-editions, new product launches, and test marketing.



ENHANCEMENTS

A wide range of enhancement inks and pigments are available to glorify labels and shrink-sleeves through flexo printing. Besides, high-end metallic effects can also be applied using a variety of cold-foil shades on both labels and shrink-sleeves.



ENVIRONMENT-FRIENDLY

UV and water-based inks are used in flexo printing without the use of solvents and other harmful chemicals. Better inks and the lack of unnecessary high-volume printing make flexo the superior choice for environmentally-conscious companies.

SALES@CHROMAPRINTINDIA.COM

+91-96001-22522