

# ROTOGRAVURE: STILL THE GOLD STANDARD FOR PRINT QUALITY

Rotogravure printing has long been the gold standard for image quality. Its renowned depth of color, level of detail and consistent reproduction is unquestioned. Yet it's also surrounded by misconceptions around start-up costs and lead times, even though advances in technology have virtually overcome the issues. And American Packaging Corporation has raised the bar even further with our investments in new machines and processes.

Roto keeps raising the bar: Faster, more cost-effective, ever-higher image quality

## 600 M/MIN

Presses today are 3 - 5x faster than previous generations



Built for premiumization and specialty applications



Automation and flexible manufacturing tools control labor, time and resource costs

## 175+

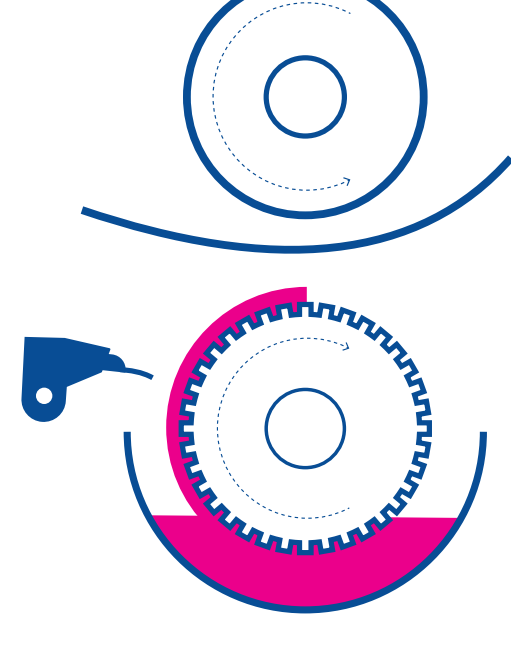
Higher line screens enable finer detail with reproducible high quality



Faster cylinder engraving shortens lead times



Durable, reusable cylinders are sustainable and cost effective



## APC IS ELEVATING ROTO EVEN HIGHER: ACCELERATING QUALITY, CAPABILITIES AND SPEED TO MARKET

American Packaging Corporation has invested more than \$150 million since 2012 in to the future and expanded use of rotogravure in productivity systems, equipment processes and capabilities.

Bringing engraving in house streamlines, enhances and saves

1

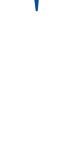
### ONE POINT OF CONTACT

simplifies project management.



### ACCOUNTABILITY

keeps focus on meeting budgets and timelines.



### HIGH-VOLUME, FULLY-AUTOMATED

24 cylinder production shortens lead times.



### NO MIDDLEMAN

and full control of scheduling speeds time to market.



### IMPROVED COST CONTROL

from being both printer and print tool provider.



### ON-SHORE ENGRAVING AND PRINTING

overcomes the Pacific Ocean barrier, reducing travel and time zone inefficiencies.

State-of-the art HD cylinder engraving accelerates quality, capabilities and speed to market

### DUAL HEAD ENGRAVERS

increase engraving speeds

### XTREME ENGRAVING

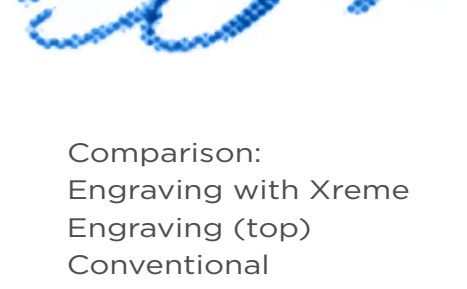
enhances contour definition with excellent ink laydown

### MULTITUNE ADJUSTMENT

refines edge definition

### CELLEYE CUTTING PROCEDURE

ensures consistent quality through volume based measurement



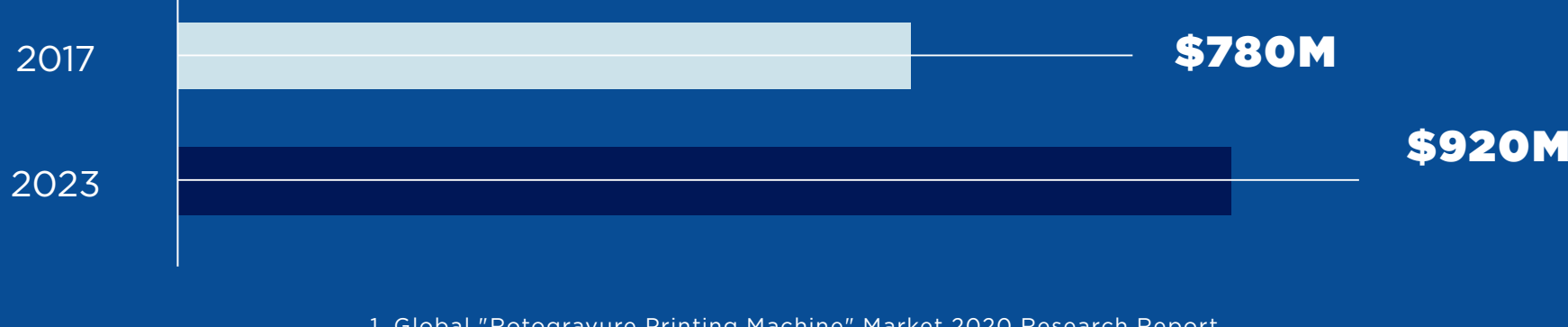
Comparison:  
Engraving with Xtreme Engraving (top)  
Conventional engraving (bottom)

APC's cutting-edge equipment boosts your competitive advantage—and ROI

- **FLEET OF HIGH-OUTPUT** presses at two facilities provides flexibility, contingency planning and redundancy, speeding time to market.
- **FIRST PRESSES DESIGNED TO PRINT RECYCLE-READY** and recyclable products with premium image quality.
- **NEW POUCH MACHINES** produce vibrant, reproducible colors on stand-up and flat-bottom packages for a powerful shelf presence.
- **STATE-OF-THE-ART** HD engraving system carries more ink for photo-realistic, repeatable reproduction, distinguishable from the competition.
- **BETTER INK LAYDOWN** and coverage for large packages, like pet food bags, helps capture market share from that first point of impact.
- **FINER-DETAIL PRINTING** with Xtreme Engraving at reproducible high quality improves readability of tiny fonts, boosting consumer loyalty.
- **G7 CERTIFICATION** ensures quality, strengthening your brand.

The market for rotogravure printing machines is growing rapidly to keep up with rising demand for the strategic printing option.

## THE WORLDWIDE ROTOGRAVURE PRINTING MACHINE MARKET IS EXPECTED TO GROW AT A CAGR OF ROUGHLY 2.7%<sup>1</sup>

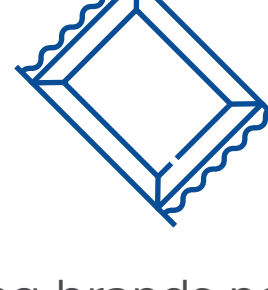


1. Global "Rotogravure Printing Machine" Market 2020 Research Report  
CAGR: Compound Annual Growth Rate

## Which brands are driving the demand



Established brands wanting to revitalize their presence on the shelf and at the first point of consumer impact.



Emerging brands needing to capture market share with a powerful shelf presence.



Club store channels looking for attention-getting packaging with extensive color gamut and ink.



Brands with extensive labeling and smaller fonts preferring finer-quality detail.



Brands wanting to on-shore packaging to reduce supply chain risks, improve response time and speed to market.

## READY TO ELEVATE YOUR BRAND IMAGE? LET'S TALK.

With our increasingly shorter leader times and cost-effective processes, rotogravure is a strategic choice for market impact.

Submit your info and we'll be in touch.

Call 515.733.1406 or email [info@americanpackaging.com](mailto:info@americanpackaging.com)