

## WHAT IS colorite LASER<sup>+</sup> HD?

Laser+HD is a Colorite innovation that will revolutionise the flexible packaging industry

GET IT RIGHT, FIRST TIME!



welcome to

colorite LASER<sup>+</sup> HD

colorite LASER<sup>+</sup> HD BRINGING YOUR BRANDS AND  
PACKAGING PRODUCTS TO LIFE WITH SUPERIOR PRINTING

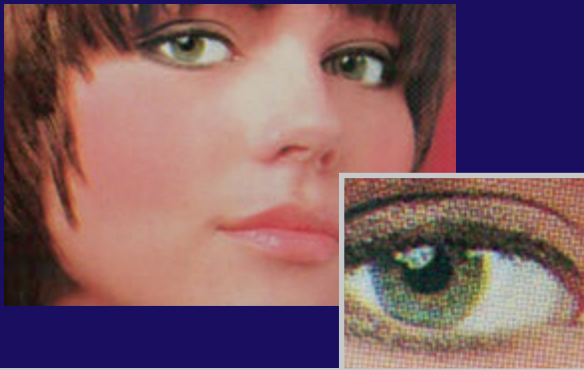
Laser+HD is a software/hardware combination that allows higher screen rulings, increased detail in photographic images, smoother vignettes, higher densities and sharper text. You also have a more stable print process.

# HOW DOES LASER<sup>+</sup> HD WORK? Easy - just talk to us

Laser+HD delivers higher resolution, check out this example below:

TRADITIONAL FLEXO: 2400DPI → LASER+HD: 4000DPI

TRADITIONAL FLEXO



LASER+HD

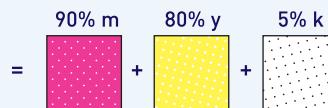
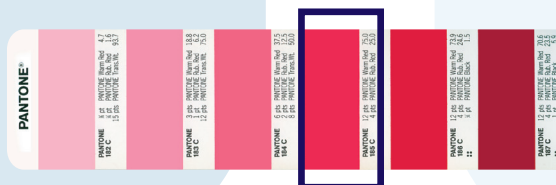


## LASER<sup>+</sup> HD OVERCOMES THE LIMITATIONS OF FLEXO

- ✓ Sharper rounder dots
- ✓ Less impression on press
- ✓ Less dot gain
- ✓ Smaller highlights
- ✓ Variable dot sizes in highlights - better gradiation to 0%
- ✓ Larger tonal range - now 0% to 100%
- ✓ No loss of image contrast
- ✓ Higher densities
- ✓ Less colours required
- ✓ More press uptime - **cost savings**

## MATCHING YOUR BRAND COLOUR ACCURATELY

Fine highlights are important to match Brand colours accurately out of CMYK. This is possible with **LASER<sup>+</sup> HD**. For example - Pantone 185



5% k for accurate colour match  
**REQUIRES LASER+ HD**

## LASER<sup>+</sup> HD SOLIDS

Traditional flexo has an inconsistent laydown causing "pinholing" which causes low quality solid areas and lower density in shadows.

**LASER<sup>+</sup> HD** incorporates a pattern of "microcells" in the solid and shadow areas increasing the texture of the plate. This helps to transfer the ink more effectively from plate to substrate.

End result: Is a more even ink film and a smoother appearance to the print and increased densities.



## SMOOTHER TINTS - SHARPER IMAGES - BRIGHTER COLOURS

**LASER<sup>+</sup> HD** creates a sustainable competitive advantage with high impact graphics, brand superiority, greater shelf impact and great customer satisfaction.



TRADITIONAL FLEXO



LASER+HD

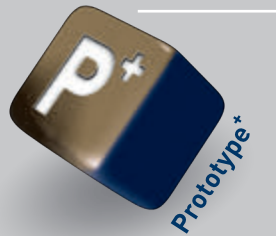
colortec  
**LASER<sup>+</sup> HD**  
SUPERIOR VISUAL  
IMAGES FOR  
GREATER VISUAL IMPACT

# Here are some of our other services we provide

## TALK TO US FIRST



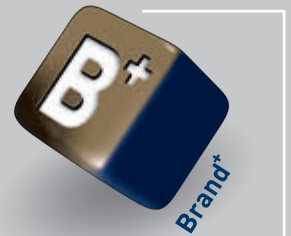
Product Range  
Extension



Packaging Sampling  
Mock Ups



On-line Workflow  
Management



Concept to Finished  
Prepress

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