

Auraia DMS

'Seeing is Believing'

 **Auraia**
DMS
ULTRA
HIGH-DEFINITION
LITHO



The challenge in packaging printing

Packaging printers are facing many challenges in today's highly competitive print market, with brand owners demanding 'best in class' printing at lowest cost.

Reduce costs with fixed palette printing

The biggest opportunity to compete in packaging printing is fixed palette printing! Fixed Palette Printing means a move away from spot colors in favour of CMYK or CMYKOGV (Expanded Color Gamut/ECG). By printing everything in fixed process colors, printers can eliminate press wash-ups and press downtime, increasing productivity by up to 50%.

Historically, achieving consistent results for fixed palette printing, using conventional screening methods, has been extremely challenging. The unique Auraia DMS technology manages these challenges, with around 85% of spot colors capable of being matched when using ECG. Talk to us for more information on fixed palette printing and ECG.

Moiré and rosette free prints

Every printer knows too well the issues with conventional screening, resulting in visible rosettes and moiré caused by halftone dots clashing, which produce unwanted and interfering patterns. Printers find ways around these issues by tweaking their set-up process, but at the detriment of time on press and the costly waste of substrate and ink. DMS' unique way of laying down dots eliminates angle clashes and interference, avoiding these costly abnormalities and saving the printer time and money.



Reduce costs with fixed palette printing/ECG & Digitally Modulated Screening (DMS) for Offset & Flexo printing Reduce costs with fixed palette printing/ECG & Digitally Modulated Screening (DMS) for Offset & Flexo printing Reduce costs with fixed palette printing/ECG & Digitally Modulated Screening (DMS) for Offset & Flexo printing Reduce costs with fixed palette printing/ECG & Digitally Modulated Screening (DMS) for Offset & Flexo printing

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Overcoming issues with misregistration

Common issues experienced on press with conventional screening, caused by misregistration, can be very costly in waste and time-consuming. Printers adopting Digitally Modulated Screening (DMS) see a dramatic reduction in waste and reduced make-ready.

Auraia DMS' patented dots interleave between colors to eliminate problems such as rosette drift and color shifts in the event of misregistration. DMS makes plate registration so much easier for printers, especially for additional separations when printing with ECG. DMS uses specially shaped dots that minimize ink build-up and maximises the amount of light filtered by ink to create significant ink savings.

Auraia DMS...a new and innovative screening technology

Auraia DMS is a patented intelligent screening technology that uses a unique and smart algorithm to lay down carefully controlled and robust dots on plate. The result is shorter make-ready and printers love how Auraia DMS can eliminate issues of misregistration on press, creating a more stable and reliable print experience.

Printers and brands are adopting Auraia & Bellissima DMS across the world, particularly for fixed palette printing, allowing them to enjoy many environmental benefits such as reducing ink and waste, replacing gravure with flexo, and eliminating press wash-ups, whilst achieving stunning brand stand-out and lower production costs.

Our products

Auraia DMS / Digitally Modulated Screening for Offset printing

Bellissima DMS / Digitally Modulated Screening for Flexo printing



CMYK



CMYKOGV

Talk to us for more information and watch our 'Getting Dotty about Spots' video at www.hamillroad.com

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This booklet was printed using Digitally Modulated Screening for offset, Grafisches Centrum Cuno.