**Asahi Photoproducts and Hamillroad Software Join Forces to Deliver the Ultimate in Flexographic Screening**

**Hamillroad Bellissima DMS ultra-high definition flexographic screening technology applied to Asahi AWP™ CleanPrint water-wash flexo plates delivers a previously unobtainable level of flexo image reproduction**

**Tokyo, Japan & Brussels, Belgium, September 01, 2023.** Asahi Photoproducts, a pioneer in flexographic photopolymer plate development, today reported that it has partnered with [Hamillroad Software](https://hamillroad.com) to implement [Bellissima DMS](https://hamillroad.com/products/bellissima/) (digitally modulated screening) ultra-high definition flexographic screening technology with its [AWP™ CleanPrint](https://asahi-photoproducts.com/product/asahi-water-washable-plates/) water wash flexographic plates. The partnership delivers best-in-class image reproduction, combined with one of the most sustainable approaches to flexographic platemaking on the market.

A Hamillroad representative will be present on the Asahi Photoproducts stand during Labelexpo Europe to answer questions from visitors about Bellissima DMS screening, about this partnership and its benefit to the flexographic industry. The show is scheduled for 11 to 14 September in Brussels. Asahi Photoproducts will be located on Stand 5A34 at the show.

“We first engaged with Hamillroad as a result of an Asahi customer who wanted to use their screening technology with our plates but could not. That inspired us to pursue the Hamillroad plate qualification program, which validated that we could deliver even better quality by making this screening technology available with our CleanPrint plates”, said Dieter Niederstadt, Asahi’s Director of Technical Marketing. “By implementing Bellessima DMS screening with Asahi AWPTM CleanPrint plates, flexographic operations can take their production to a new level of quality and productivity. In addition, with our Solvent ZERO approach, they can also reduce their carbon footprint and take advantage of the Carbon Neutral status we have achieved in order to facilitate calculation of their Scope 3 emissions.” According to [McKinsey](https://www.mckinsey.com/featured-insights/mckinsey-explainers/what-is-net-zero), “Companies increasingly recognize the need to reduce emissions that occur in their upstream or downstream value chain—and these are sometimes referred to as Scope 3 emissions, as defined in the Greenhouse Gas Protocol.” Asahi’s work toward both Solvent ZERO and Carbon Neutrality will benefit companies as they strive to improve their sustainability credentials.

Niederstadt points out that this implementation also improves the ability of flexo operations to deliver high quality Expanded Color Gamut (ECG) printing, also referred to as [Fixed Color Palette Printing](https://asahi-photoproducts.com/technology/), which uses a standardized ink set enhancing the ability to reproduce any color. This process also eliminates the need for press wash-up between print jobs, further increasing the sustainability of flexographic printing. He states, “Additionally, using ECG 7-color printing with Bellissima modulated screening eliminates the risk of creating visible rosette patterns or screen clashes due to the use of extra colors, as would be the case when using amplitude modulated screening technologies. We also believe that Bellissima screening brings the type of quality improvement that can help companies transition from gravure to a more sustainable flexo printing process by achieving the fine highlight transitions to zero as well as good solid ink densities.”

All Asahi AWPTM CleanPrint plates are water washable. The AWPTM-DEW plates are already certified Carbon Neutral in collaboration with the Carbon Trust and the AWPTM-CleanFlat plates are currently in the final stages of the Carbon Neutral approval program. Both plates are designed with sustainability in mind. They reduce waste and environmental impact by minimizing ink and solvent usage and reducing makeready time and waste. And since they are water washable, they eliminate the need for harsh chemicals in the platemaking process.

For more information about products and services from Asahi Photoproducts, visit [www.asahi-photoproducts.com](http://www.asahi-photoproducts.com).

*NOTE to journalists: Please join us at our Labelexpo press conference, scheduled for Wednesday, 13 September, from 10:30 to 11:00 in the press conference center. We’ll discuss Flexo Plates: The Road to Solvent ZERO, the Hamillroad Software partnership, and we will share additional exciting news. To RSVP, please contact* *monika.d@duomedia.com**.*

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**About Hamillroad Software**

Hamillroad Software is a global supplier of industry leading screening solutions for the printing industry that enable customers to achieve the very best in printed image fidelity whilst reducing production costs (ink and time on press) and increasing capacity. Brands are adopting Hamillroad’s pioneering screening technology, not only for outstanding shelf appeal, but also for the reduction in ink and waste, which means printing is more environmentally friendly. Hamillroad’s patented Digitally Modulated Screening (DMS) is the best screening technology available today and is available for Flexographic (Bellissima DMS) and Lithographic (Auraia DMS) printing. The result is an unprecedented quality of screening, which is easy to plate and print.

Hamillroad Software has its headquarters in Cambridge, UK, and delivers globally. For more information visit: [www.bellissimanetwork.com](http://www.bellissimanetwork.com) or contact: Jane Petrucci, Head of Marketing Hamillroad Software Limited; T: +44 (0)1223 616449 / E: jane.petrucci@hamillroad.com; [www.hamillroad.com](http://www.hamillroad.com)

**About Asahi Photoproducts**

Asahi Photoproducts was founded in 1973 and is a subsidiary of the Asahi Kasei Corporation, which has a century of operating history. Asahi Photoproducts is a leading pioneer in the development of photopolymer flexo printing plates. By creating high-quality flexographic solutions and through continued innovation, the company aims at driving print forward in harmony with the environment. Follow Asahi Photoproducts at    .

More information is available at [www.asahi-photoproducts.com](http://www.asahi-photoproducts.com/) and at:

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