

# Media release

## Adval Cleans Up!

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Release Date: 28/01/09

Adval is pleased to announce that it has successfully commissioned the latest in automating screen washing systems with the installation of a Chim M4.

The Chim M4 is French designed and manufactured automatic screen washing system that provides both environmental and production benefits for Adval.

Environmental benefits include the use of more 'friendly' cleaning compounds, more efficient use of water and the hard collection of chemical residues.

The production process has been streamlined with less handling of screens, more capacity, increased screen life and improved quality outcomes on the presses.

The Chim M4 is in addition to the Luscher Direct to Screen projection system installed at the same time.

To find out more about the Chim or how Adval can help your brand or product stand out at the Point of Purchase, contact your Adval account manager or Adval on (03) 9543 3999.

For more information please contact:

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# Media release

## Adval – Raising the resolution

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Adval is delighted to announce the biggest change in large format screen print technology with the installation of a Luscher DX screen project system at Adval's Melbourne operation.

Luscher technicians described the installation as their 'best' yet, with over 21 installations across the globe. Meticulous planning has resulted in the installation of the Luscher and a Chim screen wash system simultaneously whilst maintaining production schedule running into the Xmas without missing a beat!

The Luscher allows Adval to achieve resolution previously not seen as possible with large format screen printing and significantly above current industry standards. The capability to produce 85 line is not just significant but a quantum leap forward.

"We can now offer resolutions comparable to digital and offset printing but with the colour vibrancy and versatility of substrates that screen printing is known for. Customers are amazed with the results we are achieving and can also see the benefits over some digital and offset applications" says Phil Smith, CEO for Adval.

"During tough times such as these, it is vital to grab every opportunity to best present your brand or product at retail and what better way than by taking advantage of technological advancements such as Adval is offering with the Luscher DX" added Mr Smith.

An additional benefit to print quality improvement is a positive environmental outcome as the direct screen process eliminates the need for film and processing chemicals.

To view our high quality prints or to find out more on how Adval can assist your brand or product stand out at retail, contact your Adval account manager or Adval on (03) 9543 3999.

For more information please contact:

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