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STATE OF THE ART SOLUTIONS AND APPLICATIONS TO BE UNVEILED BY FLEXO4ALL PARTNERS AT DRUPA 2008

*Flexo4all alliance committed to confirm Flexography
as the technology for packaging printing at Drupa*

Milan, Italy, 9th April 2008. The countdown to Drupa 2008 goes on, accompanied by the excitement of all Flexo4all partners as the preparations of their exhibition goes on. Their vision and their objective will be demonstrate with **print samples and production workflows** why flexo is considered to be the ultimate solution for all the packaging printing needs.

General trend lines show that the packaging printing market is heading towards Flexography more and more and the Flexo4all Partners are ready to further support what the market needs right now.

According to independent market reports, Flexo is **unarguably the most important packaging printing process in Europe and in the Americas** and its market share in the rest of the world is continuously growing. Amongst many reasons, Flexo has gained this significant position mainly due to **its versatility**, continuous quality improvement and, last but not least, its value-for-money when compared to alternative package printing processes.

“The level of competition between flexo and other processes is still high”, states **Pier Luigi Sassanelli**, Marketing Manager EMEA at DuPont Packaging Graphics. “And that level of antagonism stimulates innovation. Flexo is moving fast and builds the next innovation over another creating a form of natural selection. Each new generation restarts the competition from a higher standard of competence than the prior generation. The two processes are getting closer and closer both in terms of quality and repeatability. Flexo is often known as less sophisticated, but that is an ‘old-fashion’ statement. In fact Flexo has improved dramatically over the years and now offers considerable technical and economical advantages for most print jobs”.

Due to the proliferation of new products, brand owners and packaging buyers often ask for shorter print runs and converters are faced with additional economical challenges. This new trend is finding flexo more adaptable, particularly when coupled with mid and narrow-web presses.

“At Siegwerk we are working closely with all Flexo4all partners and at drupa we will present a lot of print samples that will demonstrate state-of-the art Flexography.” commented **Dr. Klaus Heger**, Vice President Technology Flexible Packaging at **Siegwerk Druckfarben**. “At the show we will present new flexo printing inks with improved printing behaviour which stand-out even more with high press speeds.”

One application besides flexible packaging where flexo outperforms any competition with other printing technologies is corrugated boards post-print.

“Flexography will continue to be improved with more and more sophisticated electronic devices in order to help operators and insure quality and productivity”, confirms **Daniel Tatti**. Process/Demo/Expo/Mgr at **Bobst**, one of the Flexo4all partners. “Post-print remains split in two main processes: on-line printing and die cutting and off-line printing. The on-line process allows easy printing, quality and accurate register print to cut, all at high speed. Off-line printing grants high consistent print quality similar to litho quality”.

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About Flexo4all

Flexo4all is a **strategic alliance** combining worldwide expertise from independent companies: suppliers of the graphic arts and packaging printing industry. The members work together in partnership, sharing their experience and knowledge to perfect Flexographic packaging printing while also promoting the advantages and innovation.

Born to be a **strategic cooperation** and not a commercial joint venture to sell complementary products or services **Flexo4all is aiming at:**

- Encouraging networking within the flexo industry to create active co-operation among all partners;
- Connecting the competence of all members to deliver knowledge and added value solutions worldwide;
- Promoting the value of flexography as the best technology to satisfy all printing needs;
- Achieving improved and sustainable service for the Flexographic Packaging Printing industry.

More information on Flexo4all can be found at: www.flexo4all.com

Flexo4all Partners are:

Bobst	Printing Equipment	Hall 10, Booth A04
Comexi	Printing Equipment	Hall 10, Booth C62
Degraf	Platemaking Equipment	Hall 9, Booth D74
DuPont	Platemaking Equipment, PrePress materials	Hall 8B, Booth B23
Eckart	Printing materials	Hall 3, Booth B32
EskoArtwork	Platemaking Equipment, Pre-production software	Hall 8B, Booth A23
Fischer & Krecke	Printing Equipment	Hall 15, Booth A21
Gallus	Printing Equipment	Hall 3, Booth F17
Gidue	Printing Equipment	Hall 10, Booth C40
Hartmann Druckfarben (Sun Chemical)	Printing materials	Hall 6 Booth B75
Lohmann Tapes	PrePress materials	Hall 4, Booth B40
Omet	Printing Equipment	Hall 10, BoothA43
Praxair	PrePress Materials, Printing Materials	Hall 12, Booth B35
Rotatek	Printing Equipment	Hall 11, Booth D44
Siegwerk Druckfarben	Printing materials	Hall 4, Booth E49
SOMA	Printing Equipment, Finishing Equipments	Hall 17, Booth B39
Tesa	PrePress materials	Hall 16, Booth D04
Uteco Converting	Printing Equipment	Hall 3, Booth E04
Windmüller & Hölscher	Printing Equipment, Finishing Equipment	Hall 15, Booth A41