

## FLEXO4ALL – a strategic alliance

Nineteen companies in the flexographic printing industries have joined forces and created a partnership called 'Flexo4All'. This alliance is the natural evolution of 'Flexo the Alternative', an agreement between independent businesses initiated by DuPont Packaging Graphics over 20 years ago. "Flexo is no longer just an alternative to other printing processes and "Flexo4All" was chosen to suggest that this printing technology is ideal for almost all substrates, all segments, all applications, all budgets and more," commented Pier Luigi Sassanelli, Marketing Manager DuPont Packaging Graphics EMEA.

Flexo4All is a strategic cooperation which combines worldwide expertise from independent companies; suppliers of the graphic arts and packaging industry. The members work together in partnership, sharing their experience and knowledge to perfect Flexographic packaging printing while also promoting the advantages and innovation. The partners include Bobst, Comexi, Degraf, DuPont (Packaging Graphics, Authentications and Tyvek® Graphics), Eckart, EskoArtwork, Fischer & Krecke, Gallus, Gidue, SunChemical/Hartmann Druckfarben, Lohmann Tapes, Omet, Praxair Surface Technologies, Rotatek, Siegwirk, Soma, Tesa, Uteco Converting and Windmüller & Hölscher.

Developed 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.