Flexo4All: Strategic Alliance to promote flexo (22.01.2008)

19 companies join forces and resources to cooperate in the promotion of flexographic packaging printing, before, during and after drupa 2008. Flexo4All is a strategic cooperation which combines 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.
»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«, explains Pier Luigi Sassanelli, Marketing Manager of DuPont Packaging Graphics EMEA.
Flexo4All is billed as »a strategic co-operation and not a commercial joint venture to sell complementary products or services«. Its stated aims are: »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 flexo packaging print industry«.
The Flexo4All partners are: Bobst, Comexi, Degraf, DuPont Packaging Graphics, Eckart, EskoArtwork, Fischer & Krecke, Gallus, Gidue, SunChemical/Hartmann Druckfarben, Lohmann Tapes, Omet, Praxair, Rotatek, Siegwerk, Soma, tesa, Uteco and Windmöller & Hölscher.
http://www.flexo4all.com