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Flexo4All alliance to promote flexography

During drupa 2004, all major printing and packaging printing experts could foresee that drupa 2008 would be the exhibition where flexography would finally match other 'alternative' print processes. Today many companies, like Consumer Package Goods manufactures (CPGs), retailers, converters and printers, state that flexo has already not only matched the alternative printing processes in quality, consistency and productivity, but in many cases it provides more benefits than gravure and offset from both the application and economic perspectives.

A constant trend to shorter runs, ever-increasing utilization of graphics and colors, steady top quality and brand integrity, environmentally-smart solutions and, last but not least, cost effectiveness, is what marks the packaging industry wants. During the last years, and today more than ever before, flexo demonstrates to be the ideal technology to respond to those challenging needs.

For these reasons, 19 companies have decided to join forces and resources to set up a partnership under the name 'Flexo4All'. Flexo4All 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 and strong promoter of Flexo4All.

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.

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

Flexo4All partners

1. Bobst – Switzerland
2. Comexi – Spain
3. Degraf – Italy
4. DuPont (Packaging Graphics, Authentications and Tyvek Graphics) – Germany
5. Eckart – Germany
6. EskoArtwork – Belgium
7. Fischer & Krecke – Germany
8. Gallus – Switzerland
9. Gidue – Italy
10. SunChemical/Hartmann Druckfarben – Germany
11. Lohmann Tapes – Germany
12. Omet – Italy
13. Praxair Surface Technologies – Switzerland
14. Rotatek – Spain
15. Siegwerk – Germany
16. Soma – Czech Republic
17. Tesa – Germany
18. Uteco Converting – Italy
19. Windmüller & Hölscher – Germany

More information on Flexo4All can be found at: www.flexo4all.com

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