

Alliance expects strong showing for flexo at Drupa

Steven Kiernan, printweek.com, 23 January 2008

Leading manufacturers from across print and packaging expect flexo to break free of its position as an "alternative" process and come of age at this year's Drupa.

A global partnership between 19 firms, including pre-press, consumables and finishing manufacturers such as DuPont, Sun Chemical, Bobst and EskoArtwork, has "evolved" to "promote the innovation of flexo".

The Flexo4All alliance, born out of 20-year-old group 'Flexo the Alternative', is tasked with "changing the perception that flexo is no longer an alternative but a major player", said Pier Luigi Sassanelli, marketing manager of DuPont Packaging Graphics EMEA.

According to Sassanelli, flexo equipment manufacturers want to take advantage of the "high focus on packaging" expected at Drupa, though added that flexo "goes beyond packaging".

He said the "major changes" that had brought flexo out of the wings were quality improvements, continuous sleeves and a "big step-change in respect to the environment".

Sassanelli claimed "many are looking at ways in" to this growing market, but stressed it was "difficult because flexo requires a high level of expertise".

The partnership will be running the Drupa Flexo Tour to highlight best practice and applications for the process, including labels, shrink sleeves and corrugated work, at stands across the trade show.