

## Industry suppliers join forces to form Flexo4All alliance

**Milan, Italy; January 21, 2008** – 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, such as consumer packaged 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.

▼ advertisement ▼

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, are what the packaging industry wants. According to some, during the last years, and today more than ever before, flexo is proving to be the ideal technology to respond to those challenging needs.

The biggest benefit of flexo is its great flexibility. It prints on virtually any substrate, smooth or rough, having absorbing or non-absorbing properties, and using a variety of inks--water-based, solvent-based, or even environmentally smart solvent-free. Modern flexo reveals high reliability in color quality and consistency with short and long print runs.

Flexo printing plates show very long run length capabilities (up to several million of impressions), and the innovative printing presses can print with variable repeat lengths.

For these reasons, 19 leading 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 more than 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," comments 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 the package printing industry. The members work together in partnership, sharing their experience and knowledge to perfect flexographic package 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 will:

- encourage networking within the flexo industry to create active cooperation among all partners
- connect the competence of all members to deliver knowledge and added value solutions worldwide
- promote the value of flexography as the best technology to satisfy all printing needs
- achieve improved and sustainable service for the flexographic package printing industry

Flexo4All partners include:

- Bobst - Switzerland
- Comexi - Spain
- Degraf - Italy
- DuPont (Packaging Graphics, Authentications, and Tyvek Graphics) - Germany
- Eckart - Germany
- EskoArtwork - Belgium
- Fischer & Krecke - Germany
- Gallus - Switzerland
- Gidue - Italy
- SunChemical/Hartmann Druckfarben - Germany
- Lohmann Tapes - Germany
- Omet - Italy
- Praxair Surface Technologies - Switzerland
- Rotatek - Spain
- Siegwark - Germany
- Soma - Czech Republic
- Tesa - Germany
- Uteco Converting - Italy
- Windmoller & Holscher ? Germany

The alliance's website is [www.flexo4all.com](http://www.flexo4all.com).