

## Flexo4All an alliance of companies

A group of 19 leading companies have decided to join forces and resources to set up a partnership under the name Flexo4All to co-operate in the promotion of flexographic packaging printing, before, during and after drupa 2008. Flexo4All is the natural evolution of 'Flexo the Alternative', an agreement between independent businesses initiated by DuPont Packaging Graphics over 20 years ago.

One of the benefits of flexo is its flexibility. It prints on virtually any substrate smooth or rough, having absorbing or non-absorbing properties, using a variety of inks, water based, solvent based or even environmentally based solvent free. Modern flexo reveals high reliability in colour quality and consistency with short and long print runs. Flexo printing plates show very long run length capabilities (up to several million impressions) and the innovative printing presses can print with variable repeat lengths.

'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.

This alliance is a strategic co-operation that 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. Created to be a strategic co-operation and not a commercial joint ven-

ture to sell complementary products or services

Flexo4All is aiming at:

- Encouraging networking within the flexo industry to create active co-operation amongst all partners;
- Connecting the compe-

tence 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