



Finding Flexo At Drupa New Consortium Promotes Process

The drupa 2008 is the printing industry's largest tradeshow and has historically been a major milestone for flexography. The primary technology advancements that support flexo's continued growth are often unveiled at drupa, and with packaging buyers' continued demand for packaging with higher shelf-impact at lower cost with faster turnaround, this year's exhibition should be equally exciting.

To ensure that the message about flexo's capabilities is clearly delivered, a group of leading suppliers into the flexo industry have formed Flexo4all, a marketing alliance to promote flexography at drupa. To better understand what Flexo4all is, **FLEXO** met with Ray Bodwell, North American marketing manager for DuPont Packaging Graphics, one of the sponsors behind the initiative.

1. When did the consortium first come together and what inspired its foundation?

Flexo4All is the natural evolution of the "Flexo the Alternative" alliance of flexographic technology leaders initiated by DuPont

Packaging Graphics more than 20 years ago. Flexo4all was created in 2007, with the objective of ensuring that flexography is positioned as the best all-around printing process to satisfy the broad range of needs within packaging, and no longer just an "alternative." The name "Flexo4All" was chosen to suggest that this printing technology is ideal for almost all substrates, all segments, all applications, all budgets, and so on.

2. Who are all its members? What qualifies one for membership?

There are 19 founding members of the Flexo4all alliance—all recognized leaders in the package printing sector. The alliance includes consumable, equipment and workflow suppliers who share a common goal: the continued advancement of flexography as the technology of the future.

The complete list of the 19 Flexo4all Partners, includes:

Bobst	Printing Equipment	Hall 10, Booth A04
Comexi	Printing Equipment	Hall 10, Booth C74
Degraf	Platemaking Equipment	Hall 9, Booth D74
DuPont	Platemaking Equipment, Prepress materials	Hall 8B, Booth B23
Eckart	Printing materials	Hall3, Booth B32
EskoArtwork	Platemaking Equipment, Pre-production software	Hall 8B, Booth A23
Fischer & Krecke	Printing Equipment	Hall 15, Booth A21
Gallus	Printing Equipment	Hall 3, Booth F17
Gidue	Printing Equipment	Hall 10, Booth C40
Hartmann Druckfarben (Sun Chemical)	Printing materials	Hall 6, Booth B75
Lohmann Tapes	Prepress materials	Hall 4, Booth B40
Omet	Printing Equipment	Hall 10, BoothA43
Praxair	Prepress Materials, Printing Materials	Hall 12, Booth B35
Rotatek	Printing Equipment	Hall 11, Booth D44
Siegwerk Druckfarben	Printing materials	Hall 4, Booth E49
SOMA	Printing Equipment, Finishing Equipments	Hall 17, Booth B39
Tesa Tape	Prepress materials	Hall 16, Booth D04
Uteco Converting	Printing Equipment	Hall 3, Booth E04
Windmüller & Hölscher	Printing Equipment, Finishing Equipment	Hall15, Booth A41

3. What is the mission of Flexo4all?

Flexo4all was established a year in advance of drupa 2008 with the stated objective to “promote flexographic packaging printing before, during and after drupa 2008.” The guiding belief is that cooperation to promote the awareness of the many benefits of flexography creates growth opportunities for the entire industry and benefits all of the participants throughout the flexographic value chain.

INDUSTRY INDICATORS

4. What are some specific projects the alliance is working on?

The member companies of Flexo4all are technology and market leaders within their individual spheres, known for bringing innovative solutions in the areas of prepress and the pressroom. Through a series of integrated sample projects—known as Flexo Paths—they will share their experience and know how in order to provide a deeper comprehension of flexography and enhance the results printers and converters can obtain using this technology. Flexo Paths will be produced for a variety of packaging applications such as flexible packaging on film, foil and paper substrates, folding carton and corrugated, to name a few.

5. What importance does this alliance have for the global flexo industry?

Flexo4all is intended to encourage networking within the flexo industry to create active co-operation among all the participants in the flexographic packaging value chain—from supplier through tradeshop and printer/converter to the brand owner. All of the founding alliance members are recognized companies with a global reach. Under the umbrella of Flexo4all, they have agreed to coordinate their efforts to deliver knowledge and solutions worldwide. Not only will the efforts be focused on promoting the quality benefits of flexography, but also speed to market, total de-

livered cost and environmental sustainability. As we know, quality, time and cost have long been major “hot buttons” for brand owners, but over the last 12 to 18 months, we’ve also seen a huge increase in interest in environmental sustainability. This is an area where flexography has a significant competitive advantage over the other print processes, and the Flexo4all members are working hard to prepare that message for delivery.

6. How can visitors find Flexo4all within drupa exhibition?

Coming every four years, drupa is the largest and most important event for the graphic and printing industry. With more than 2,000 exhibitors and 400,000 expected visitors, people won’t find their way easily, and it will be challenging to ensure that they see everything that they need to see. In order to help visitors in the flexographic packaging market find what they are looking for, the Flexo4all partners will create a map and a tour, called the Drupa Flexo Tour, to guide people through the amazing number of halls that make-up the drupa exhibition grounds. Visitors will be able to plan their days and ensure that they can find the key technologies and suppliers that they are looking for.

7. How can people find out more about Flexo4all?

Anyone wishing to learn more about Flexo4 all or any of the member companies should go to www.flexo4all.com. ■

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