

[to complete list of news](#)

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FLEXO4ALL: A STRATEGIC ALLIANCE TO PROMOTE FLEXOGRAPHY

19 Companies join forces and resources to cooperate in the promotion of Flexographic Packaging Printing, before, during and after drupa 2008

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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.

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. Actually, Flexo has been the most innovative technology and the fastest growing printing process over the last decade and still is.

A constant trend to shorter runs, ever-increasing utilization of graphics and colours, 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.

The biggest benefit of Flexo is its great flexibility. It prints on virtually any substrate, being it smooth or rough, having absorbing or non-absorbing properties, using a variety of inks, water-based, solvent-based or even environmentally-smart 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 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 (DuPont™ Cyrel®) 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.