

Press Release

Creating Picture Perfect Colour Results

Asahi Photoproducts customer open house focuses on cost and time savings secured by fixed colour palette printing

Brussels, Belgium, May 27, 2015 – Asahi Photoproducts, a pioneer in flexographic photopolymer plate development, is partnering with specialists in fixed palette colour printing to showcase a plethora of technology advances at a customer open house.

Being held in Brussels on September 28, the day before LabelExpo, the event will focus on the enhanced quality and cost and time saving benefits that fixed palette colour printing offers.

“This is a great customer event dedicated for printers to demonstrate the sharp, vibrant and high quality results that are possible,” says David Galton, Sales Director for Asahi Photoproducts, “The print quality achieved by combining our plate technology with fixed colour palette printing techniques brings outstanding shelf appeal to packaging. Print consistency is crucial to brands’ ability to drive sales volumes by increasing visibility, reinforcing identity and ensuring volume turnover.”

He adds, “Improved ink management also positively impacts production time and costs.”

Akihiro Kato, Asahi Photoproducts Managing Director and Dieter Niederstadt, Technical Marketing Manager will welcome attendees before they enjoy the specially-designed, packed agenda.

Aside from a detailed review of Asahi Photoproducts’ Fixed Colour Palette with AWP, a number of partners will present technological advances being made in their sectors and how they could enhance production and profitability for Asahi Photoproducts’ print shop customers.

These include Esko and Apex Anilox highlighting the benefits of Equinox and Anilox, respectively, for fixed colour palette printing while Xeikon will focus on the benefits of laser technology. Other presentations will be from Lohmann Tape and Arets Inks.



A plate demo and company tour will complete the day's line-up of informative presentations and activities.

For more information about Asahi Photoproducts Europe, visit www.asahi-photoproducts.com.

To confirm attendance with the desired number of participants from your print shop company please email monika.d@duomedia.com. Seats are limited, registrations are handled on a first reply, first-serve basis.

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About Asahi Photoproducts

Asahi Photoproducts is a subsidiary of the Asahi Kasei Corporation which was founded in 1971 holding its European Headquarters in Belgium, Asahi Photoproducts is one of the leading pioneers of flexographic photopolymer plate development. By creating high quality flexographic solutions and through continued innovation, the company aims at driving print forward in balance with the environment."

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Please visit www.asahi-photoproducts.com for more information or contact:

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