



Press Release

Asahi Photoproducts Strengthens Market Presence in the U.S. with Wikoff Color

Well-known ink manufacturer adds Asahi flexo plates for one-stop solution

Tokyo, Japan & Brussels, Belgium, September 25, 2018 – Asahi Photoproducts, a pioneer in flexographic photopolymer plate development, today reported it has signed [Wikoff Color Corporation](#) as a U.S. distributor. This additional U.S. distributor broadens Asahi's U.S. footprint, bringing Asahi solutions closer to the customer. Founded in 1956, Wikoff Color is an employee-owned manufacturer of inks and coatings for a variety of printing technologies.

"The U.S. is a large market and very important to Asahi," states Aki Kato, Managing Director at Asahi Photoproducts. "With platemaking moving closer and closer to the printing press, it is a significant benefit to us and to the end customer to have their trusted ink and coatings supplier also provide their flexo plates."

Wikoff Color will have access to the full range of flexographic plates from Asahi Photoproducts, including to its popular [AWP™](#) water-washable plates with [Clean Transfer Technology](#).

"We are delighted to enter into this important relationship with Asahi Photoproducts," said Joe Kubasiak, Market Manager for Flexible Packaging at Wikoff Color. "As a company, our focus is on sustained, profitable growth rather than short-term results. In entering into this relationship, we are making the investments necessary for its success by setting up a technical center and hiring the necessary staff in order to train our customers on how to get the best possible quality from Asahi photopolymer plates. We are very excited about the growth this will offer us in the future and our ability to deliver increased value to our customers."

Clean Transfer Technology: The Details

A feature of many of Asahi's flexographic printing plates, Clean Transfer Technology enables a clean ink transfer and prevents ink accumulating on the plate surfaces and shoulders in screen areas. This leads to fewer cleaning intervals and reduced press downtime, as well as significant



quality improvements. Precise plate register achieved with Asahi plates ensures very high quality process printing with a fixed colour palette, minimizing the need to use and manage spot colour inks.

Clean Transfer Technology allows a kiss-touch printing pressure setting. It makes use of low plate surface tension, made possible by a specially engineered Asahi polymer chemistry, to inhibit liquid flow. The ink forms a globule, with a large contact angle and high pinning point. This results in a cleaner and more homogeneous ink transfer from plate to substrate, helping flexographic printers meet the ever-increasing quality demands of their customers.

For more information about Clean Transfer Technology and other flexographic solutions from Asahi Photoproducts, visit www.asahi-photoproducts.com.

--ENDS--

Captions:

Handshake photo

From left to right: Greg Burch, Vice President Regional Operations & Corporate Accounts, Aki Kato, Managing Director Asahi Photoproducts, Joe Kubasiak, Market Manager Flexible Packaging, Sam Yamamoto, General Manager of Asahi Kasei Corp., Photoproducts Sales and Marketing Dept.

AWP plate

AWP™ plate

Wikoff Color Corporation Building

Wikoff Color Corporation Building in Fort Mill, SC.

About Asahi Photoproducts

Asahi Photoproducts was founded in 1971 and is a subsidiary of the Asahi Kasei Corporation. Asahi Photoproducts is a leading pioneer in the development of photopolymer flexo printing plates. 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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