

## Press Release

# Asahi Photoproducts Enters into Distribution Partnership with Matset Matbaa Makine for Increased Accessibility to Asahi Products by the Turkish Packaging Community

*Matset's strong market position enables a high level of direct service to Turkish printer*

Tokyo, Japan & Brussels, Belgium, June 23, 2020. Asahi Photoproducts, a pioneer in flexographic photopolymer plate development, today reported that Matset, an innovative pioneer serving the Turkish packaging and printing industry, is now an authorized distributor of Asahi products in that country.

“We are pleased to be entering into this important relationship for the benefit of the Turkish printing industry,” said Doğu Pabuççuoğlu, General Manager of Matset Matbaa Makine ve Malzemeleri San.A.Ş. “We were particularly attracted by the high quality of Asahi’s water-based flexographic plates and CleanPrint strategy. As our customers become more familiar with the benefits of CleanPrint, we expect to be able to significantly increase Asahi’s market share in the Turkish market. These benefits include improved Overall Equipment Effectiveness (OEE) with Asahi plates and processors, important to enable the Turkish market to hold a competitive global position.”

### About Asahi CleanPrint

CleanPrint flexographic plates from Asahi Photoproducts have been specifically engineered by Asahi’s chemical engineers to transfer all remaining ink to the printed substrate, reducing makeready time and ink press cleaning stops as compared to other platemaking systems while delivering exceptional quality and bringing flexographic printing more into harmony with the environment.

“We welcome Matset into the Asahi distribution family,” said Philip Mattelaer, Head of Sales for Asahi Photoproducts. “With our new relationship with Matset, a specialist in flexographic packaging printing with a large customer base of packaging and printing converting companies, we now have exceptional coverage in the important Turkish market.”

For more information about Matset, visit [www.matset.com.tr](http://www.matset.com.tr). For more information about flexographic solutions from Asahi Photoproducts, visit [www.asahi-photoproducts.com](http://www.asahi-photoproducts.com)

### Images and captions



Logo matset



Matset is operating from Head Quarters in Istanbul, they have 2 Sales Offices in Ankara and Izmir and a Manufacturing Plant in Corlu.

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### About Matset Matbaa Makine

Matset, established in 1974 with the motto of always being the pioneer of innovations in the printing industry, following the more than 40 years of time left behind, today offering printing solutions to our business partners in various sectors from printing to publishing, advertisement to informatics bounded to quality and customer satisfaction principles. Matset is operating from Head Quarters in Istanbul, 2 Sales Offices in Ankara and Izmir and Manufacturing Plant in Corlu. Mattur A.S, who is the sister company of Matset, is situated in Bodrum and operates in Tourism Sector. Matset is committed to supply its customers all over Turkey with continuity and with innovative high technology and high quality products of the world wide known suppliers it represents. Matset, in line with its vision and mission, targets a sustainable growth and development. Being the locomotive of the sector on printing technologies area since the day it has been established, not only with the representations but also with the reliable working principles, it is determining the quality standards of the sector and continuously improving the working quality.

<http://www.matset.com.tr/>

**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 harmony with the environment.

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More information is available at [www.asahi-photoproducts.com](http://www.asahi-photoproducts.com) and at:

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