

FOR IMMEDIATE PUBLICATION

## Xeikon to present its latest Digital Innovations for Creative Label Production at Labelexpo Asia 2019

### *Responding to the fast-moving world of consumerism*

**Lier, Belgium, 21 November 2019** – Xeikon, a leading global innovator of digital printing technology, will present its latest innovations at Labelexpo Asia 2019. After a highly successful Labelexpo Europe in September of this year and an equally successful attendance at Printing United in Dallas in the US in October, Xeikon is committed to reaching out to the printers and converters in Asia Pacific and therefore attending this key event in Shanghai. Xeikon has a long history of manufacturing and implementing both toner-based and UV inkjet printing systems with open workflow software and application specific consumables. The company is set to bring its unique expertise and a creative portfolio of digital printing solutions and applications to provide the printers and converters in the Asian label and packaging communities with new ideas and guidance for business growth. Showcasing its entry-level digital label press, the Xeikon 3030, the company has taken a booth (P30) in the Flexpack Asia Arena.

Klaus Nielsen, Director Xeikon APAC, states, "We are seeing an increasing trend year on year in this region for marketing on packaging. As the consumer's purchasing power grows in the Asian markets, brand owners will be looking for fresh ways to differentiate their product lines with creative, high quality and distinctive labels as well as innovative packaging for shelf impact. By developing added value label solutions and sustainable flexible packaging application, Xeikon is responding to what we call 'customer-driven innovation'. We are attending Labelexpo Asia to help guide the region's potential customers looking to enter new markets such as food labels or labels for wines, spirits, health & beauty and pharmaceuticals. We continue to develop our product portfolio for diverse and global markets to meet the current challenges in our fast-moving world of consumerism."

### **Markets and opportunities**

The Xeikon 3030 digital label press can offer printers and converters the capability to achieve 90% of all label printing applications for multiple sectors. This is the ideal entry-level press for companies looking for new revenue streams and new opportunities. Printing with dry toner technology, the Xeikon 3030 has many advantages in terms of speed of production and JIT versioning. Importantly Xeikon's dry toner technology is certified and guaranteed for food safety compliance. The changing needs, values and behaviour of consumers is changing the way in which businesses are producing products. In line with these developments, Xeikon has taken its digital production portfolio to a new level, supporting customers and helping them to achieve the special effects determined by the designers and brand owners looking to differentiate their product lines.

Nielsen concludes: "With over 30 years of experience pioneering colour digital printing technology for the professional printing market, we are delighted to attend Labelexpo Asia. Xeikon has much to offer the Asian label and packaging community. Especially those companies looking to enter new markets and create business growth. Digital printing offers huge scope for a fresh way of thinking and a diversity of applications. There is a high demand for products that can differentiate a brand and consumer choice is ever more challenging. Xeikon sees these trends as opportunities. With our broad technology portfolio and latest innovations, we are in a perfect position to respond to current market trends and provide customers with any solution required. With our

new applications, new innovations and our new online advisory tool 'Transform', Xeikon is hoping to create a great deal of interest at this year's Labelexpo Asia".

## ABOUT XEIKON

Xeikon, a division of Flint Group, is a long-standing leader and innovator in digital printing technology. Grounded in the principles of quality, flexibility and sustainability, Xeikon designs, develops and delivers web-fed digital colour presses for label and packaging applications, document printing, and commercial printing. These presses utilise different imaging technologies, open workflow software and application-specific consumables.

As an OEM supplier, Xeikon also designs and produces plate makers for newspaper printing applications. In addition, Xeikon manufactures basysPrint computer-to-conventional plate (CtCP) solutions for the commercial offset printing market. For the flexographic market, Xeikon offers digital platemaking systems under the ThermoFlexX brand name. ThermoFlexX systems provide high-resolution plate exposure combined with unique plate handling, flexibility and unmatched productivity.

In 2015, Xeikon joined Flint Group to create a new "Digital Printing Solutions" division for the leading global print consumables and solution provider to the packaging and print media industries. Flint Group develops and manufactures an extensive portfolio of printing consumables. These include a vast range of conventional and energy-curable inks and coatings, pressroom chemicals, printing plates and equipment, printing blankets and sleeves, and pigments and additives for use in inks and other colorant applications. Headquartered in Luxembourg, Flint Group employs some 7900 people. On a worldwide basis, the company is the number one or number two supplier in every major market segment it serves.

For more information about Xeikon, visit [www.xeikon.com](http://www.xeikon.com) and for Flint Group, visit [www.flintgrp.com](http://www.flintgrp.com) or contact:

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