

The background of the advertisement features a large, curved, golden-colored object, possibly a piece of machinery or a component, set against a dark background. The object has a textured, metallic appearance with some reflections. A yellow diagonal line runs across the upper left portion of the image.

Kodak

Flexcel NX

System

5 years
of innovation
excellence
differentiation

5 years
of customer
success

2008-2013



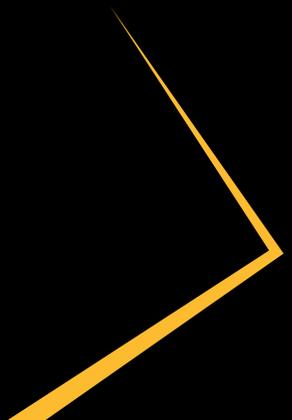
Kodak

Finger Print
Test Form

Kodak introduced the **Kodak Flexcel NX** System at drupa 2008 and it was immediately recognized as a game changer in the industry. In 2008, the **Flexcel NX** System won both the PIA/GATF InterTech Technology Award and the Flexographic Pre-Press Platemakers Association (FPPA) Technical Innovator of the Year Award. In 2009, it was named as the sole recipient of the Flexographic Technical Association (FTA) Technical Innovation Award, and over the years, **Flexcel NX** users have captured dozens of industry awards for work produced on the system.

For five years now, the solution has helped transform the digital flexo market by offering production efficiency, image quality and stability, repeatability, and sustainability advantages. And since the introduction five years ago, the **Flexcel NX** System family continues to grow and includes the **Flexcel NX** Narrow, Mid, and Wide Systems.

Five years of successes and accomplishments in this highly competitive market space is something to be proud of. But the best way to demonstrate the significant impact of this technology is to look at how it has shaped the businesses of our customers. So as we look ahead to the next five years, we wanted to share with you the stories of just five of our many global customers. You'll see how the **Flexcel NX** System has helped them fill a void in the market, bringing new levels of quality and efficiency and enabling them to do more with less. This is an exciting time in flexography, driven by the ability of **Flexcel NX** Technology to push the boundaries and greatly expand flexo printing applications.





Autumn Graphics
LIMITED

Autumn Graphics US
INCORPORATED

Autumn Graphics crosses borders to serve new clients



Ben Abray, President
Autumn Graphics

Autumn Graphics has relied on the unique capabilities of the **Flexcel** NX System to help expand its customer base and grow into new services. With two devices—a mid system and a wide system—already in production at its original facility in London, Ontario, the company is adding another wide system to launch its new operation, Autumn Graphics US Inc., in the Northwest Arkansas area. Ben Abray, President, explains that his team has built a very dynamic, differentiated business including the unique capabilities of the **Flexcel** NX System and counts on the efficiency and quality of the solution to help remain so fiercely competitive.

Autumn Graphics is one of the largest global users of **Kodak Flexcel** NX Plates, citing the expectations of its customers as a driving force. “Our clients expect a pre-media supplier to provide plates that perform consistently, deliver outstanding quality, and help them maximize their flexo press investments,” says Abray. “We got started with Kodak at the very beginning of the technology as a beta partner, and our **Flexcel** NX Systems are some of our key production assets. We have other technologies as well, but the majority of our plate volume is produced with our three **Flexcel** NX Systems, and that continues to grow.

The establishment of our U.S. operation is a big move for us—one that I know will be successful with the **Flexcel** NX System as an important part of our offerings. Some of the benefits for our customers are cleaner highlights, longer plate life, and a much wider color gamut. The flexo plate market is very

price sensitive, but customers also need plates that will perform well on press while giving them the ability to become more efficient.”

Autumn Graphics combines the unique capabilities of the **Flexcel** NX System with its own ability to provide the best value for the cost, helping clients improve productivity and increase profitability. As he looks ahead at the exciting growth and expansion they are experiencing, Abray notes the **Flexcel** NX System and the progress that has been made over the past five years. “You have to stand out as a provider that understands the market and adopts the best technology to deliver outstanding results. Our clients trust us to help them maximize their brand value, help their packages stand out on store shelves, and help them be as efficient as possible in every job. The **Flexcel** NX System is one of the tools we use today that makes that possible.”



Pacificolor secures competitive edge



Tim Hirsch, Owner
Pacificolor

“Our entire business is built upon referral. Quality is never a variable in our business, and we can always rely on the **Kodak Flexcel NX System** to provide outstanding quality that keeps our clients coming back,” notes Tim Hirsch, owner of Pacificolor in Salt Lake City. “Our competitors admit that we have an edge on them, and in fact they come to us for **Kodak Plate** output sometimes. It’s a very good position to be in.

We’ve had virtually zero service calls in the five years we’ve been using the technology. I’ve never had a time when I couldn’t make plates—the equipment just doesn’t break down and is very solid. I feel like I am part of Kodak’s team because I get personalized service from the Kodak technical and service professionals. I have never been treated better in business.”

Pacificolor has expertise in both flexo and offset prepress technology and has been an end-to-end Kodak customer since opening in 1996. In 2007, the company started looking at digital flexo platemaking technology, becoming a beta site for the **Flexcel NX Narrow System** first, upgrading to the hybrid option, and then upgrading to a mid system with hybrid capability. An additional **Flexcel NX Wide System** was added, and now enables the firm to offer new products, expanded capability, capacity, and services that are helping

them expand with both existing clients and new clients. They also installed a new processing line that enables future growth as additional products become available. Hirsch also notes that the wide system gives them much more flexibility and helps them keep more customers in-house now because they don’t have to send out for the bigger plates, or to meet the increasing demand. The company offers both digital and analog plates.

“I’ve had people ask me why I think more companies have not adopted Kodak’s **Flexcel NX System** technology. I’ve spoken to other digital flexo plate suppliers, and they know that the **Flexcel NX System** technology is superior to their own offerings, but for some reason they feel it would be too expensive to transition to another technology. That’s OK with me because it lets me keep a competitive advantage. I’ve also been asked about ROI and what kind of payback analysis we did. The reality is that we are a small company and don’t do complex analysis of return. I saw the technology, viewed the samples, and I liked what I saw. The proof that it was the right decision is that our business has grown 500 percent since we put the **Flexcel NX System** in. It has changed where our business has gone and is paving the way for our success as we look to the future. We now have a lot of room to grow and expand our business with the capacity we have.”

Reproflex3 finds success with quality, stability, and repeatability

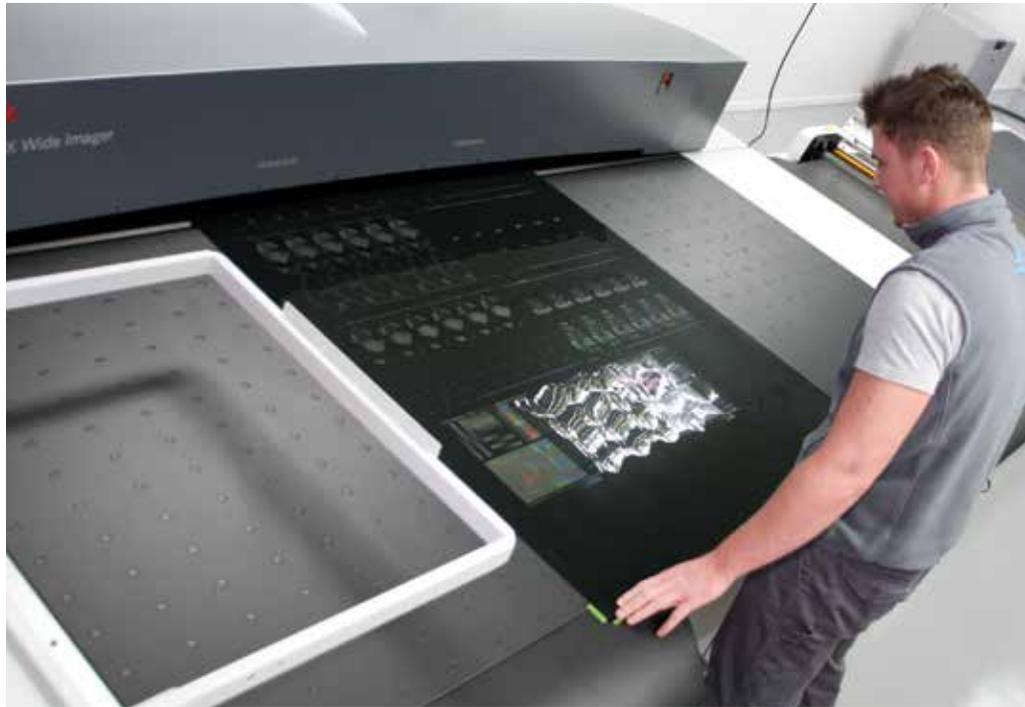
“When the **Kodak Flexcel NX System** was launched five years ago, we watched it in its infancy,” explains Andrew Hewitson, Joint Managing Director of Reproflex3 in the U.K. “We then did some trials and pounced on it as the technology that we knew would help us achieve our goals for growth and success. Just a few years later, and the **Flexcel NX System** is the mainstay of our business because it brings quality, stability, and repeatability to every job.

When the **Flexcel NX System** was launched, no other products had the same technical approach or philosophy. Now I see competitors are starting to respond, but there is no other technology in the market that can deliver the consistency that **Flexcel NX System** technology can deliver. The laser technology delivers more detail—it has a far superior dot structure, more accurate reproduction and more stable print. In our experience, the **Flexcel NX System** is totally predictable and robust. Other systems are very operator dependent, so the stability and predictability is not there, but with the **Flexcel NX System** we don’t have to worry about the plate. The simple truth is that this system gives us a stable platform to build our prepress skills on.”



Andrew Hewitson, Joint Managing Director
Reproflex3

Reproflex3, a packaging prepress specialist company, was founded 16 years ago and has been a Kodak user



the whole time. The company’s motto is “Quality without Compromise,” a mission that is enabled by the performance of its **Flexcel NX System**. With 26 employees and an annual turnover of 2 million pounds, the company is very strategic about its large capital investments, carefully analyzing the capabilities and working to ensure that technology investments will deliver on ROI.

“We specialize in the tricky and challenging jobs that in-house prepress departments cannot handle, and we have thrived the whole time on delivering high-end print quality,” Hewitson says. “I don’t think there is any other plate technology that can do the same thing that Kodak does. When the **Flexcel NX System** was launched it was launched into the quality market, but the world is changing. Now it’s all about cost and the **Flexcel NX System** delivers a stable platform. It’s all about quality and efficiencies on press today.

A few years back, several customers challenged us to deliver a solution for reducing spot colors—a viable solution for fixed color palette printing in flexo. We are partnering with Kodak to drive the adoption of the **Kodak Spotless Flexographic Solution** and firmly believe that 3-5 years from now the industry will have made a significant shift towards fixed color palette printing.”

The company initially installed a mid system but recently installed a wide system to help with its foray into the wide web market. With the mid system running at full capacity 24 hours a day, the wide system gave Hewitson’s group additional capacity. “We’ve built a strong business with the **Flexcel NX System** in the competitive narrow and wide web market by offering something different. As I look ahead, I am very excited about what the future holds for flexo technology and for our business.”

Reproservice nearly doubles plate throughput

In 2009, Reproservice of Munich, Germany installed the first **Kodak Flexcel NX System** in the country. Reproservice focuses mainly on packaging with foils, cartons, aluminum, etc. and today is adding more printing on paper for the secondary packaging market, including corrugated. The company, part of Matthews Brand Solutions, had been considering a new flexo CTP system at the time, and one of its customers asked about the **Kodak Solution** after reading so many positive things about it.

Managing Director Peter Hamm says: "We installed the system for initial testing and had great success, so much so that within less than a year we had moved more than 20 percent of our plate volume to it. Today we are producing more than 60 percent of our total volume with the **Flexcel NX System**—we would be at much higher percent if not for some of our customers needing plate support for their legacy LAMS designs.

We were able to keep all of our existing exposure and processing equipment, so that was a big advantage. Also, we found that the machine was so fast we only needed one to meet our needs.



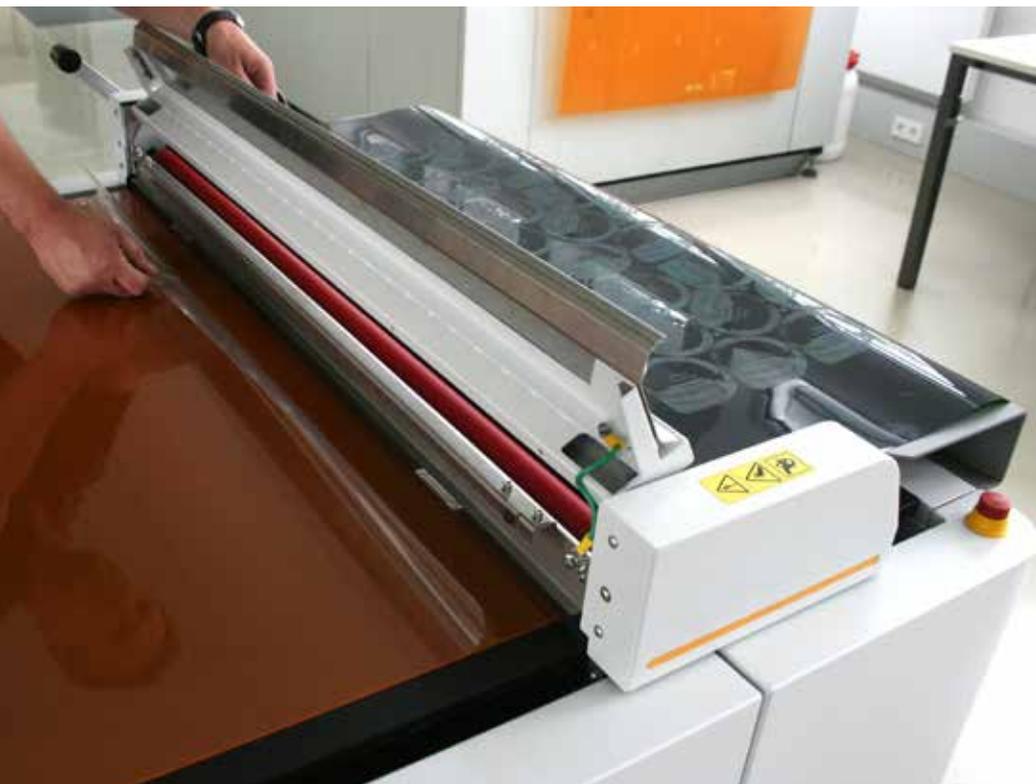
Peter Hamm, Managing Director
Reproservice

The machine is so much faster than competitive machines that we nearly doubled our total production volume with just the one **Flexcel NX System**. With our previous devices, we could only image about 2-4 square meters per hour at the quality we needed, but with the **Flexcel NX System** we can go up to 10 square meters per hour at the very highest quality. The system is about three times more productive at the best quality."

Hamm points out that competitors have been trying for years to copy the technology that drives the **Flexcel NX System**, but says they are not there yet. He has found that the **Kodak System** offers increased resolution along with a more stable and correct dot, noting also that competing technologies have the disadvantages of dot shrinkage and loss of tonal value. "Printers tell me that **Kodak Plates** are more stable, they last longer, have greater tone value and they bring higher density on printing material. We don't need 4000dpi with the **Flexcel NX System**. Because of the **Kodak SQUAREspot Imaging Technology** we can produce smaller dots than competitive systems. We are using effectively 9600dpi but the **Flexcel NX System** only needs to image at 2400dpi and is comparable or better than the competitive 'high-resolution' systems.

We've had people ask us about service on the machine and how often it breaks down. The simple answer is that it doesn't. The system has proven to be very stable and very fast. I've never experienced this before, but our customers are telling us that the quality of the plates and the print results make the plates well worth a higher cost. Our investment in the **Flexcel NX System** was the best decision we've made in the last years. I've heard that some of our competitors, due to their customers, also invested in **Flexcel NX Systems** after we made the switch and they started seeing and hearing about the results."

Reproservice initially installed a mid device and then moved to a wide device about two years ago, adding a second wide device in another site within the Matthews Brand Solutions Group, and is now considering an additional wide device. Hamm says that the ability to make bigger plates is an advantage, and looks forward to additional advances in the **Flexcel NX System** that will help him offer new services and capture new business opportunities.



Splash Graphics leverages differentiation for growth

In business since 1992 and a **Kodak Flexcel NX System** user for nearly five years, Splash Graphics is a packaging prepress provider outside of Chicago. The company provided offset and general premedia services for many years before investigating a move into the flexible packaging market in 2008. Today, a significant portion of the business at Splash Graphics is attributed to flexo, specifically in the packaging space.



Dhiren Sanghani, Partner
Splash Graphics

“Getting a foot in the door is the hardest and might take six months or more. We have found when a printer gives us an opportunity to provide ‘proof of concept’

the door really opens,” says Dhiren Sanghani, Partner. “In our experience, they might only intend to give us 5-10 percent of their business, however once they try the plate we end up getting anywhere from 20-100 percent of their business.

It’s important to note that this product is different. There are three primary benefits to the **Flexcel NX Plates**. First is the ability to produce minimum dots as low as the 0.4-0.8 percent range without any manipulation on the desktop or integration of hybrid dots. The competition can’t do that. Second is a resolution so high on the imaging laser that we can image a surface pattern on every dot which allows us to get fantastic ink release in the pressroom, resulting in better ink densities. The result is packaging that



has more pop while using less ink in the process. And third is that the flat top dot produces plates capable of much longer run lengths. These are a few of the key benefits that have helped us stand out.”

Splash’s ownership/management comprises mostly engineers with very technical backgrounds, so they looked carefully at the technical capabilities and innovation in the **Kodak System**. They felt the **Kodak Solution** was leaps and bounds ahead of the competition and knew it would enable their highly qualified premedia team to offer truly differentiated services. “When you are entering a new market, or talking to a brand owner, you need innovation that will bring disruptive improvements—that makes them stand up and listen—and the **Flexcel NX System** gave us that.”

On the topic of plate longevity, Splash has found that the plates are phenomenal for plate life. They cite examples of customers that always ordered two to three sets of plates when they bought competitive plates, just in case they wore out during the longer runs. They now have customers that are on their fourth run with **Flexcel NX Plates** and still have not had to use the second set Splash supplied them. Their plate purchases have increased significantly since 2009 and will continue to increase into 2013. Splash Graphics, Inc. started with a mid system and now runs a wide (42x60) system for increased productivity, saying that the decision to invest in the **Flexcel NX System** has had a very positive impact on their overall business.

Leading flexographic solutions

Kodak delivers flexographic solutions designed to enable our customers to print better and print smarter. Our solutions drive business growth through increased shelf impact and production efficiencies, opening new doors for flexographic printers and service providers.

A world-class partner

From packaging concept to creation, no other partner brings a more complete solution to printer-converters, trade shops and the brand owners they serve than Kodak. Our strategic vision is to provide solutions for accurate color packaging, across any substrate, through any print process, worldwide.



Kodak DigiCap NX Screening



**Kodak Flexcel NX
Digital Flexographic System**



**2009
Technical Innovation Award
Kodak Flexcel NX
Digital Flexographic System**

To learn more about packaging solutions from Kodak:
Visit www.kodak.com/go/packaging

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YELLOW CHANGES EVERYTHING