

Agfa

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Unboxing Agfa for the packaging market

Agfa to show Total Solution offering for streamlined packaging production at Empack 2022

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Agfa has unveiled details of its participation at Empack and Packaging Innovations on 25 and 26 May 2022, at The NEC Birmingham. The company will be unboxing its Amfortis prepress workflow for packaging, along with dedicated workflow enhancers, with experts on hand to discuss Agfa's Total Solution approach and innovations for the offset packaging market.

"We are incredibly excited to engage directly with both printers and brand owners to show them our unique Total Solution for improved packaging production," said Andy Grant, Agfa's Global Head of Software. "This is our first time at the show, and we are entering the packaging market with some very exciting innovations that build on our long-held expertise in commercial offset printing and offer big savings in ink consumption, time and costs."

The Agfa stand (K44) will feature a highly creative concept designed to invoke discussion and knowledge exchange around how to optimize production, standardize print quality, and add more value in the packaging supply chain.

Solutions highlighted include:

- **Amfortis** all-in-one PDF automated workflow solution for packaging, which covers all prepress production tasks from preflighting, stepping & repeating and proofing to rendering through one interface.
- **PressTune** smart print process control for press standardization providing the brand owner a dashboard to validate the final quality instantaneously, and assuring consistent brand colors independent of the print site.
- **SolidTune** ink optimization software for lower ink consumption (up to 3%), fewer press stops, best-in-class print quality, and significantly improved sustainability.
- **SPIR@L** unique screening, which drastically reduces ink consumption, eliminates imperfections, and allows for higher press speeds for better quality and faster delivery.

"Agfa is the only solutions provider that offers all the elements needed to create high-quality boxes in a print environment – from software solutions and

computer-to-plate systems to offset printing plates, film, pressroom supplies and expertise in color and print,” added Guy Desmet, Head of Applications and Marketing.

“The Empack show is the perfect opportunity to demonstrate our commitment to the packaging market and to show the world all the fantastic tricks we have up our sleeve. Agfa’s Total Solution can help printers gain a competitive advantage and offer brand owners outstanding shelf appeal for their packaging, at reduced costs and better sustainability.”

Visitors can meet Agfa on **stand K44** in Hall 1 at The NEC Birmingham, on 25 and 26 May.

About Agfa

Agfa develops, produces and distributes an extensive range of imaging systems and workflow solutions for the printing industry, the healthcare sector, as well as for specific hi-tech industries such as printed electronics & renewable energy solutions.

The headquarters are located in Belgium. The largest production and research centers are located in Belgium, the United States, Canada, Germany, France, the United Kingdom, Austria, China and Brazil. Agfa is commercially active worldwide through wholly owned sales organizations in more than 40 countries.

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