

# So. Cal. March 9, 2010 Dinner Program

## “How You Can Do More With The Flexo Printing Process”



### Featured Guest Speaker

**Dr. John Anderson**  
Eastman Kodak Company  
Global Future Product  
Marketing Manager Flexo  
GCWW Packaging Products

#### Program Highlights

The flexo printing process has been an economical option for the film converting industry, competing with gravure on price and turn around times, but surrendering on print quality and capabilities to gravure for the last decade. This has allowed offshore gravure printers to gain flexible packaging work from the US based on higher quality for similar pricing.

Kodak through the introduction of the Flexcel NX system in 2008 changed the resolution and consistency capabilities of Flexo, allowing it to compete further in flexible packaging, but the addition of DigiCap NX at the end of 2009 now allows Gravure quality in resolution, consistency and densities to be achieved in normal production.

Dr John Anderson will talk about the business, production, and environmental benefits of printing using this technology, how you can do more with flexo, while using less plates, with 4 color process, longer plate life, combination plates and superior ink transfer.

He will also present case studies on what can be done today in Europe and Latin America at up to 175 lpi, and how a Californian printer is doing 200 lpi in wide web flexible packaging. [Don't just take his word for it, come see the samples for yourself.](#)

#### When

Tuesday, March 9, 2010  
5:30pm Registration & Networking  
6:30pm Program & Dinner

#### Where

Norwalk Marriott Hotel  
13111 Sycamore Drive, 90650  
Tel : 562-863-5555

#### RSVP

[info@cfeca.org](mailto:info@cfeca.org)

#### Cost

##### CFECA Members:

\$70 reservations made [by March 2;](#) \$80 reservations made [after March 2](#)

##### Guest of a CFECA Member:

\$90 reservations made [by March 2;](#) \$100 reservations made [after March 2](#)

##### Non-Member:

\$120 reservations made [by March 2;](#) \$140 reservations made [after March 2](#)

\* Non-members walk ins made the day of the event will be at a rate of \$150

\* Cancellation Policy: Cancellations must be made 24 hours prior to the event via email or fax. Registration is non-transferable to another event, pls send a substitute if you are unable to attend this program. No shows will still be billed and required to pay any outstanding invoice for this program.

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