

Hapert, February 7th 2014

**Dear readers,**

We are proud to send you enclosed Apex Newsflash #20! It's our communication tool for short, relevant and useful product and organization information on a frequent basis. If you have a topic for the Newsflash, do not hesitate to inform us about it. *Your Apex Marketing & Communication Team! (marketing@apex-europe.com)*

**HQ Print Sunne, Sweden, brilliant flexoprinting without fingerprints or analysis and incredibly short change over times**



Joining the flexo printing branch totally from zero, the Swedish print shop „HQ Print Sunne AB“ made a very good start into the dimensions of high quality printing. During their open house in November 2013 the three company owners - Jan Erik Olsson, Erik Robertsson and Peter Neumann - showed



fantastic printing results on their 10 units Soma „Imperia“, which is fully equipped with Apex GTT<sup>FLEX</sup> metering rolls. Due to a perfect combination of the printing machine with Apex GTT anilox rolls and 200 lpi plates from PPP (a leading repro house in the UK), the company was able to achieve such brilliant results and they only print in CMYK. They accomplished even change over times of less than 6 minutes between job one and job two. It was shown during the live demonstration at their opening. Jens Björn of Scanteco Aps (Apex representative for Denmark/Sweden/Norway) and Nick Harvey have made this achievement possible. HQ Print, congratulations on this result and good luck in business!

Printing data:

**Ink:** Flint waterbased **GTT type:** 4 x GTT<sup>FLEX</sup> S **Tape:** Lohmann 5.3 **Substrate:** White fine coated **Paper** 60 / 90 gsm UPM Unik.

**Printing specialist Bas van der Poel strengthens Apex team as Technical Sales Manager**

While many international companies got in trouble in the current economic climate, Apex made another huge step towards further growth opportunities for the next 10 years. Apex' investments include strategic plans for the expansion of production capacity & quality assurance on a global scale, as well as R&D efforts for new products & technologies, a new CRM package and the enforcement of the team with new service & sales personnel. "Investing in technical support & service is crucial to Apex as one of our core values is supporting our customers with the best service and knowledge," according to Willem-Jan Kersten.

In this context the company newly created the position of the Technical Sales Manager and is proud to welcome allround Flexo specialist **Bas van der Poel** in this function. Bas' main priorities within Apex lie in the service & support of OEM's and Key accounts. Furthermore, he will become sales manager for Middle East and Africa, an area that he is acquainted with and sees as a growth challenge for Apex. 42 years old Bas started his career in the graphic industry in 1992. After working in a pre-press company for about 18 years he was focused on anilox, (mounting) sleeves and CFK products. Bas is convinced that Apex' technical developments are perfect tools to support printers in their daily business. He sees as his personal challenge further expanding the group and successfully implementing all new developments at Apex customers. In his spare time, Bas enjoys bicycle tours and long walks which "round out my routine and give me the stamina to manage my daily work challenges", according to Bas.



**New Project Team to revolutionize Digital Flexo**

On December 11 & 12 2013, experts of 7 leading companies in the label&narrow web industry - **Nuova Gidue, UPM Raflatac, Adare, Esko, Flint Group, Dupont and Apex Group of Companies**—gathered for a kick off meeting to run a project that will create history. The name of the project is "REVO, Digital Flexo Revolution". The REVO Project Team aims to provide an answer on behalf of the flexo industry to the increasing importance of digital print, especially in label and narrow web packaging. The result will be a ready-to-go complete concept that will expand the possibilities for Flexo converters. High quality print, increased efficiency, higher productivity and improved sustainability become evident as well. All partners bring special knowledge and dedicated products in their own specific fields of the flexo industry. The final result will lead to a Plug & Play concept for printers and this will be launched during the GIDUE open-house in May 2014. Keep an eye on: [www.revo-digitalflexo.com](http://www.revo-digitalflexo.com)

