

## **News Release**



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### **A&V Introduces AVantage® Liquid Photopolymer Resins with Enhanced Imaging Quality for the Packaging, Stamp, and Molding/Signage Markets.**

Bryan, OH – A new and expanded line of [AVantage® liquid photopolymers](#) formulated for high-quality printing in the packaging, stamp industries, and for molding and signage applications, has been introduced by Anderson & Vreeland, Inc., leading manufacturer and distributor of flexographic plate processing equipment and materials.

The new AVantage® liquid photopolymer resins are named for their applications and

include AVBag, AVStamp, and AVMaster. AVBag (AVB) is designed to meet the increasing demands of the packaging industry and is a highly-resistant, durable plate that provides excellent ink transfer. AVB is a 55 Shore A durometer plate with a wide imaging latitude and delivers exceptional results from the most demanding artwork. AVB is compatible with most water-based and glycol-based inks.

AVStamp (AVS) is formulated for the hand stamp/marketing device industry and offers exceptional clarity and UV stability for impressive flexibility and durability. AVS is a 50 Shore A durometer plate that is non-yellowing and compatible with most water-based and glycol-based inks.

AVMaster (AVM) is specifically formulated for molding and signage applications, and is a highly resistant, durable plate that provides excellent imaging characteristics. AVM is a 80/90 Shore A durometer plate with a wide imaging latitude and ideal for enhanced imaging quality where fine detail is required.

“We have identified a need in the marketplace for quality liquid photopolymers at a competitive price, backed by a service-oriented company with substantial flexographic printing experience,” said Randy Reynolds, AVantage® Business Development Manager. “Anderson & Vreeland now offers customers the absolute best of both worlds, whether they require sheet or liquid photopolymer materials,” added Reynolds.

The new AVantage® liquid photopolymers expand the product line established in 2011 with the introduction of AVCorrugated liquid photopolymer. AVantage® products now include photopolymer resins specifically designed for high-quality printing on corrugated board, multi-wall bags/sacks, molding applications, and for the production of hand stamps.

In addition to exceptional value and quality, AVantage® liquid photopolymers offer a number of environmental advantages since they do not use solvents or VOCs, consume

less energy during processing, and the un-imaged photopolymer can be reclaimed and reused.

Anderson & Vreeland has 50 years experience supplying platemaking equipment and materials to the flexo industry and 30 years experience in liquid photopolymer technology. For further information, contact your Anderson & Vreeland representative or visit [www.AndersonVreeland.com](http://www.AndersonVreeland.com).

### **About Anderson & Vreeland, Inc.**

Founded in 1961, Anderson & Vreeland has earned an international reputation as a leading supplier of flexo platemaking equipment and materials to the graphic arts industry. The company offers a “systems approach” to plate processing, with state-of-the-art equipment, materials, and software specifically designed for flexo. A&V supports these products with 50 years of experience and a nationwide staff of technical sales representatives thoroughly knowledgeable about the fine points of flexo. The company’s substantial flexo experience and technical support sets it apart from other prepress suppliers. This experience and support results in smoother and easier integration of technical advancements affecting flexo prepress. Further information is available on the web at [www.AndersonVreeland.com](http://www.AndersonVreeland.com).

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Photo caption: *AVantage<sup>®</sup> liquid photopolymers offer enhanced imaging quality, efficiency and environmental benefits.*

