

## **News Release**



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### **Anderson & Vreeland Offers Unique Inkjet System that Transforms Analog Flexo Plates into Digital plates**

Bryan, OH– With its appointment as a distributor of DigiFlex prepress solutions throughout North America, Anderson & Vreeland now offers a unique, inkjet CTP system that transforms analog flexo plates into digital plates,

DigiFlex equipment includes the [FlexoJet 1725](#), a revolutionary inkjet system developed for narrow web applications that applies an opaque mask on top of the analog plate, eliminating the need for negatives or expensive laser platemaking systems.

“We’re excited to offer a very affordable digital solution for narrow web plate processing that improves plate quality and productivity while reducing costs,” said Darin

Lyon, Vice President and General Manager of A&V. “DigiFlex places us in the unique position to offer our customers alternative products and technologies for digital plate production.”

The FlexoJet 1725 consists of a precision inkjet printing device with patented Bi-component ink and software that creates an opaque mask on top of the plate. After the image is applied to the plate, the rest of the platemaking process remains the same, minimizing changes to the workflow. Key benefits of the FlexoJet 1725 include excellent quality, fast make-ready, and overall cost savings.

Hezy Rotman, CEO of DigiFlex comments: “We are delighted to have A&V as our partner for North America, and are certain that it will enhance our market presence. Our inkjet CTP system commenced worldwide sales at Drupa. The market realizes the excellent quality and superior cost-of-ownership our solution brings, to produce high quality printing plates with amazing dot-shapes for labels and tags printers”.

Anderson & Vreeland will sell DigiFlex products using a staff of technical sales representatives. For more information visit [www.AndVre.com](http://www.AndVre.com) or call toll-free 866.282.7697.

### **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.AndVre.com](http://www.AndVre.com).

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Photo – FlexoJet 1725 inkjet system transforms analog plates into digital plates.