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### **MacDermid Graphics Solutions Partners with Apex International for the Launch of FlexoKITE**

(Atlanta, GA USA) – Delivering a “New, Better Normal” to flexo users seeking insight into workflow mastery and print perfection is the mission of five industry leaders who’ve created **FlexoKITE**, an Experience Center where end-to-end product and procedural harmony is made practical. Packaging suppliers, brands, and retailers gain instant access to best practices in the full flexo print process via in-person demos and live webinars. Apex launched **FlexoKITE** with its partners to demonstrate state-of-the-art equipment at work — in real-time — from Experience Centers in the Netherlands and India. **FlexoKITE** runs a fully-equipped integrated workflow of the latest-version equipment from Apex International (anilox), BOBST (inline flexo press), DuPont (plate), ESKO (prepress), and MacDermid (plate).

“Knowledge, Innovation, Technology, and Exploration” (**KITE**) are the driving forces that unify these companies to deliver real-world technical content not limited to a single product area. **FlexoKITE** provides print converters and brands a comprehensive view of the entire plate-to-print process, focusing on the finished printed product. An optimum printed product is achieved through synchronizing the plate-imaging, plate-processing, anilox, and press — all under one roof, presented step-by-step, and delivered to your computer screen, or in-real-life as health regulations permit.

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