



Success with HD Flexo at the Flexo 2011 seminar, El Salvador 4aug11

In central america we have a very good and important bi-yearly seminar called "Flexo" ("Flexo 2011" this year), organized by the El Salvador Plastic Association - Asiplastic.

The seminar is very well known and recognized, and its really a very good seminar that fills up the empty space left by the FTA, who used to organize the event in the past.

This year, the seminar broke all records, with 320 participants coming from all Central America. This means 30% more participants then Flexo 2009. As part of the activities, there is a printing contest, which has been showing the quality evolution in the region with each edition of the seminar.

At the beginning of this year, we decided we had to win the Flexo 2011 contest as our main goal in order to stop the Kodak initiatives and generate more confidence in our customers and commercial partners.

The strategy included to actively participate as sponsors and speakers in the seminar, to close speaking slots to Kodak participation. The other important part of the strategy was to motivate our HD Flexo users to send high quality printed samples in order to win the contest. As part of the strategy, we support the HD Flexo customers with technical visits, but more important with an image retouching consultant who helped us to improve the overall impact of the artwork.

In conjunction with Eskoartwork and DuPont we were platinum sponsors of the event, along with Sunchemical and 3M. The sponsorship included profuse advertising, banners, 4 presentations and 2 stands, the participation closed the Kodak possibilities to advertise.

For the contest our HD Flexo users Polytec Guatemala and Magma Costa Rica participated with samples. Unfortunately, Inplasa Honduras had some troubles with printing and declined to send samples. As for Kodak: Yanber Costa Rica and Termoencoglibes El Salvador sent samples. In total, there were 47 samples, I calculate 12 samples were from Kodak.

After all this suspense....HD Flexo won the first prize!

- **1st Prize** Polytec Guatemala **HD Flexo sample**
- **2nd Prize** Yanber Costa Rica Kodak Sample
- **3rd prize** Polytec Guatemala **HD Flexo Sample**
- **4th Honorific Mention** Magma Costa Rica **HD Flexo Sample.**

The competition was very tough and the jobs were really good, anyone could win.

Here are some pictures of the jobs:

First prize: 150 lpi, 12P Circular MC All , excellent solids and contrast, very deep smooth black, 8 colors. Shrimps color and details are fantastic. I'm trying to get some samples I just had 1!!!!.



Kodak, very good skin tones, but solids were just ok, and the photo was a little bit overexposed, but it was at 175 lpi, very good indeed.



Third, same parameters as first one and the fourth in 150 lpi HD 36, 12 P microcell.



So MISSION ACCOMPLISHED! This will give us a break and allow us to take commercial advantage! We are currently working on an interview with Polytec for Conversion Magazine, which is distributed in all Latin America.

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The Intermarket Group

