

Press Release

CymMetrik Receives Grand Printing Award Using Asahi AWP™ Flexographic Plates

Asahi AWP™ flexographic plates continue to reap awards for high quality production around the globe

Tokyo/Brussels, November 20, 2018 – Asahi Photoproducts, a pioneer in flexographic photopolymer plate development, today reported that the Shanghai plant of global label producer CymMetrik was recognized with a Grand Printing award at the 2018 SUN CUP Asia Label Awards for its Head & Shoulders shampoo label. CymMetrik produced the label using Asahi AWP™ flexographic plates with Clean Transfer Technology. The award was granted in conjunction with the All in Print exhibition in Shanghai, China. The Grand Printing Award is one of several awards which the company has achieved using Asahi AWP™ flexographic plates.

“Our congratulations go out to CymMetrik for its outstanding performance and for being granted this prestigious award,” said Yuji Suzuki, Technical Manager of Asahi Photoproducts in China. “This is another great validation of the extremely high quality Asahi AWP™ plates are delivering for brands and converters around the world. In addition to the many awards CymMetrik has received, Asahi customers have also received a number of Best of Show awards around the globe, such as in the UK and at FTA Europe Diamond Award, as well as in the United States and at FTASA in South Africa.”

“We have been extremely pleased with the overall performance we have gotten from Asahi AWP™ flexo plates,” said Brent Wang, Deputy Chief Engineer for CymMetrik. “We are proud of the awards we have received, especially this most recent Grand Printing award, and we appreciate Asahi’s partnership with us as we continue to strive to achieve even greater heights.”

CymMetrik has 10 manufacturing facilities in China and Vietnam, as well as offices in Hong Kong and California. The company provides a full range of label & packaging services to many well-known brands around the globe. In its pursuit of quality and efficiency, the company has acquired many international certifications to ensure the best in product quality, environmental



management, and workplace safety to ensure customer confidence and trust over the long term.

Benefits of AWP™ Clean Transfer Technology

Asahi's AWP™ Clean Transfer technology provides a viable alternative to conventional flexo printing plates. Its water washable printing plate technology does not require high temperatures or VOC-based solvents. It provides high register accuracy, making it particularly suitable for printing with a fixed color palette and enabling odorless production. In addition to saving time and money and reducing waste, it also supports energy savings, while assuring exceptional quality and brilliant prints with significant improvement in overall equipment efficiency (OEE) as compared to traditional flexo plates. All of this delivers the most efficient flexographic printing plates in balance with the environment resulting high quality printed materials.

For more information about Clean Transfer Technology and other flexographic solutions from Asahi Photoproducts, visit www.asahi-photoproducts.com.

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Captions:

ASA_pr18013_01:

CymMetrik & Asahi Photoproducts at SunCup 2018 Asia Label Award Celebration.

ASA_pr18013_02:

Award-winning Head & Shoulders label produced using Asahi AWP flexographic plates



Asahi**KASEI**

About Asahi Photoproducts

Asahi Photoproducts was founded in 1971 and is a subsidiary of the Asahi Kasei Corporation. Asahi Photoproducts is a leading pioneer in the development of photopolymer flexo printing plates. By creating high quality flexographic solutions and through continued innovation, the company aims at driving print forward in balance with the environment.

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More information is available at www.asahi-photoproducts.com and at:

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