**Press Release**

Media Contacts:

Miraclon: Elni Van Rensburg - +1 830 317 0950 – elni.vanrensburg@miraclon.com

AD Communications: Imogen Woods – +44 (0)1372 464 470 – iwoods@adcomms.co.uk

January 28th, 2021

**Miraclon extends entry deadline for 2021 Global Flexo Innovation Awards**

Miraclon is announcing a new deadline for its Global Flexo Innovation Awards, allowing KODAK FLEXCEL NX users to submit their entries until March 26th, 2021, with an additional two months to finalize their submission afterwards. Recognising the feedback received on the additional priorities, challenges and demands the industry is facing due to the global COVID-19 pandemic, the new deadline offers an extended opportunity for companies to participate in the awards.

Chris Horton, lead judge, comments: “Many companies have continued driving the transformation of the flexo printing industry - even during this challenging period - and I am inspired by the entries we have received to date. Some businesses have expressed their interest in taking part in the awards but have simply been overwhelmed with other priorities until now. By moving the deadline, we give them the additional time they need to prepare and refine their submission as they navigate through this pandemic period.”

Horton hopes that once the final submission process closes, the international judging panel can safely convene in person to judge entries before announcing the winners later this year. “We are following up with companies on their submitted entries to clarify comments and gather additional information where needed to ensure their statements fully describe the innovation and are of the highest calibre. I hope that this highly experienced judging panel can bring their expertise, see the entries, and share their unique take on the judging criteria face-to-face – depending on travel restrictions and state of the pandemic, of course.”

The Global Flexo Innovation Awards celebrate prepress providers, printers and brands that are pioneering the transformation of the flexo industry. With high quality considered a pre-condition, the ‘one of a kind’ program looks beyond the print sample and recognizes innovations that deliver value across the print production value chain. Entries have to demonstrate how flexographic printing, KODAK FLEXCEL NX plates and the company’s own innovative approach resulted in outstanding achievement in the use of creative graphic design, production workflow improvements, print process conversion to flexo and commitment to sustainability.

For more information on the Global Flexo Innovation Awards and how to enter, visit [www.transformingflexo.com](http://www.transformingflexo.com).

ENDS

**About Miraclon**

KODAK FLEXCEL Solutions have helped transform flexographic printing over more than a decade. Brought to life by Miraclon, KODAK FLEXCEL Solutions – including the industry-leading FLEXCEL NX and FLEXCEL NX Ultra Systems – give customers higher quality, improved cost efficiency, better productivity and best-in-class results. With a focus on pioneering image science, innovation, and collaboration with industry partners and customers, Miraclon is committed to the future of flexo and is positioned to lead the charge.

Find out more at [www.miraclon.com](http://www.miraclon.com). Follow us on Twitter [@kodakflexcel](https://twitter.com/KodakFlexcel) and connect with us on LinkedIn; [Miraclon Corporation](https://www.linkedin.com/company/miraclon-corporation/).