

**Press Release**

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**Miraclon partners with Hesse Trade to drive growth in**

**Hungary**

Miraclon today announces its new partnership with Hesse Trade, a Budapest based technology solutions provider that offers a wide range of solutions for the printing and printed packaging markets. As Miraclon’s local distributor, Hesse Trade will be responsible for developing and implementing the sales, marketing and service support for KODAK FLEXCEL NX Solutions from Miraclon in Hungary.

Kris Sentek, Sales Manager for Central-Eastern Europe at Miraclon comments, “Central-Eastern Europe is a key growth market for flexo printing and we’re seeing a host of unique opportunities for Miraclon in this region. So, we’re pleased to confirm our partnership with Hesse Trade, a company with broad sector knowledge and strong customer relationships. We’re confident that they will enhance our commercial and technical support for both existing and prospective customers in the region.”

Zoltan Csernus, Joint Managing Director at Hesse Trade remarks, “Flexo printing is gathering momentum in Hungary, particularly in areas such as corrugated, and is becoming an ever-important technology for the packaging printing industry. We offer our customers only the highest quality solutions available and believe that for flexographic prepress, FLEXCEL NX Solutions are simply the best. We’re certain that, with this technology, our customers will be able to achieve the improved press performance, reduced turnaround times, print quality and ultimately greater return on investment they’ve been looking for.”

Andras Markos, Joint Managing Director at Hesse concludes, “At Hesse Trade, our goal is to support the accelerating transformation of the printing and packaging industries and we have full confidence that working with Miraclon will enable us to drive flexo’s expansion in Hungary.”

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**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/).