

**Media Alert**

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**Elif Cairo and Istanbul complete the Miraclon Certification Program for**

**KODAK FLEXCEL NX Plates, underscoring its efficiency and quality benchmarks**

Elif, a Huhtamaki company focused on producing flexible packaging, has successfully completed the Miraclon Certification Program for FLEXCEL NX Plates. Designed to evaluate KODAK FLEXCEL NX System users’ ability to meet international standards, the certification program represents a feature set that drives industry-leading efficiency, repeatability, and consistent quality flexo plate production. The certification process is also supported with comprehensive data measurement and analysis.

The company, which installed its first in-house FLEXCEL NX System in 2018, boasts two state of the art production facilities in EAMER – one in Istanbul, Turkey and another in Cairo, Egypt. The company chose a FLEXCEL NX System for each production facility and completed the certification at both sites.

Derek Peacock, Design Centre Director at Huhtamaki - Elif in Turkey, commented: “Our customers expect only the highest quality flexible packaging, and we are driven to maximize efficiency while producing it. FLEXCEL NX Plates are by far the best-in-class to deliver both the efficiency and quality we’re looking for. We are also continuously working with the Miraclon team to ensure we’re adopting best practices to maximize the benefits we achieve with the plates.

“Our customers are very familiar with our quality benchmarks. Certifications, like being a Miraclon certified user, publicly underscores our stringent production processes, including data measurement and how we’re driving efficient production and high-quality flexible packaging print. It’s proof of our constant efforts to excel and achieve the highest standards in platemaking and flexo print production.”

ENDS

**Image Caption:**

Derek Peacock, Design Centre Director, Huhtamaki Elif Istanbul and Cairo (L), and Selçuk Yarangümelioglu is CEO, Huhtamaki Elif Istanbul and Cairo (R)

**About Miraclon**

Miraclon is the home of KODAK FLEXCEL Solutions, which have helped transform flexographic printing for more than a decade. The technology, including the industry-leading FLEXCEL NX and FLEXCEL NX Ultra Systems, and FLEXCEL NX Print Suite that enables PureFlexo™ Printing, maximizes on-press efficiency, delivers higher quality and overall 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 continues to be positioned to lead the charge. Find out more at [www.miraclon.com](http://www.miraclon.com), and follow us on [LinkedIn](https://www.linkedin.com/company/miraclon-corporation/) and [YouTube](https://www.youtube.com/channel/UCAZGpziB6Lq_Kx8ROgoMdCA/featured).