

**Media Alert**

Media Contact:

Elni Van Rensburg - +1 830 317 0950 – [elni.vanrensburg@miraclon.com](mailto:elni.vanrensburg@miraclon.com)

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

December 1st, 2022

**Bosisio pushes the boundaries of efficient flexo with**

**PureFlexo™ Printing investment from Miraclon**

Bosisio has become the first company in Argentina to offer its customers the increased productivity and reduced downtime enabled by PureFlexo Printing from Miraclon. The recent [Global Flexo Innovation Award winner that received Highest Honors in addition to their Gold Award](https://www.miraclon.com/featured-customers/global-flexo-innovation-award-winners-bosisio-celomat-and-mondelez-validates-flexo-ecg-as-growing-print-production-process-of-choice-with-kodak-flexcel-nx-technology/), has been utilizing KODAK FLEXCEL NX Technology since 2013 to differentiate themselves from other trade shops.

The prepress provider, specializing in packaging for the food, pet food, personal care and cleaning product markets, decided to take the next step in pushing the boundaries of efficient flexo with this most recent investment. “PureFlexo Printing is a truly disruptive technology for flexo printing, thanks to the productivity and quality gains it delivers,” says Roberto Sixto, Bosisio Sales Manager. “As a strategic partner to our clients, we put a big focus on the technical assistance we provide, including offering the best technology on the market that improves productivity and efficiency in the press room while delivering higher quality too.”

He continues: “PureFlexo Printing will allow our customers to improve their color management and overall printing process, but even more importantly, it solves historical flexo printing challenges that include dot gain, unwanted ink spread, and dirty plates that lead to unscheduled press stops for cleaning. The result is clearer, cleaner, and sharper images that remain stable throughout the print run. This isn’t just a very big productivity win for our customers, but without a doubt also for brands that are always looking to improve the quality of their packaging.”

Available through FLEXCEL NX Print Suite for Flexible Packaging applications, PureFlexo Printing addresses the causes of unwanted ink spread in wide web solvent ink on film applications by providing a wider operating window for flexo production. It delivers new levels of control over ink spread, resulting in cleaner print, more predictable color and greater efficiency on every job.

ENDS

**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).