**Press Release**

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)

April 17th, 2023

**Miraclon receives FTA Technical Innovation Award**

**for PureFlexo™ Printing**

Miraclon has received the prestigious FTA Technical Innovation Award for PureFlexo Printing. Accessed through KODAK FLEXCEL NX Print Suite, the technology addresses and controls unwanted ink spread to allow a wider operating window in printing - maximizing efficiency, repeatability and overall performance on press. As one of only three Technical Innovation Award recipients, and the only recipient in the Prepress Graphics Category, it underscores the significant impact that PureFlexo Printing can make – and has already been making – in driving increased uptime for converters.

PureFlexo Printing utilizes Miraclon’s patented advanced plate surface patterning technology to resist the tendency of ink to spread during printing. Available only on the FLEXCEL NX System and focused primarily on printing with solvent inks on film, it brings a wider operational window regardless of line screen, with compound savings from fewer unscheduled press stops each day, reduced downtime and delays, and faster color setups.

Joe Tuccitto, Director of Education at FTA, said: “Recipients of the FTA Technical Innovation Award are chosen by a panel of flexographic experts for having the potential to positively change the future of flexography. Once again this year, the judging process was extremely competitive with a wide variety of innovative technologies that utilize the flexographic process or have been designed specifically to enhance flexographic printing. Miraclon should be very proud of this outstanding achievement; at a time where businesses are taking an extra hard look at maximizing efficiency and minimizing costs, PureFlexo Printing proves to be an innovation that can make a real impact across the whole production process.”

The award – the third FTA Innovation Award for technology from Miraclon – was presented this past weekend during the Annual Awards Banquet at FORUM 2023 in Columbus, Ohio, United States. In 2009, shortly after its commercial introduction, the FTA recognized the KODAK FLEXCEL NX System with a Technical Innovation Award which, as predicted by the judging panel, helped to change the capabilities of the modern flexo process over the last 15 years. Miraclon received the second FTA Innovation Award for the KODAK FLEXCEL NX Ultra Solution featuring Ultra Clean Technology – another confirmation of Miraclon’s commitment to backwards-compatible, ongoing value-driven innovation for FLEXCEL NX customers – in 2020.

“We’re honored to receive this FTA Technical Innovation Award, which signifies the importance of innovations that can have a big impact across the flexo value chain,” comments Reid Chesterfield, Chief Technology & Innovation Officer at Miraclon. “PureFlexo Printing is being utilized to streamline efficiency and addresses the root cause of issues that result in unscheduled press stops and impact customers’ financial bottom line. The proven productivity benefits it brings to the print production process should be an important consideration for flexo trade shops and converters.”

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).