Media Alert

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**Miraclon appoints Kamboo Marketing as Channel Partner in South Africa**

Miraclon today announces its partnership with leading South African print & packaging equipment and consumables provider, Kamboo Marketing. Serving as distributor in South Africa, Kamboo will implement all marketing, sales, and technical & applications support for FLEXCEL Solutions and Shine LED Lamp Kits across the region.

Jacques Human, Managing Director, said: “Flexo continues to grow as the packaging – and more specifically flexible packaging – printing process of choice in South Africa, driven by shorter run lengths and the versatility offered by flexo. Many printers are investing in CI flexo presses, while others are looking at options to increase the efficiency and productivity of their older presses. However, all of them need to invest in the best technology that will enable them to maximize efficiency, reduce downtime and improve their return on press investments. FLEXCEL NX Technology is a key enabler of this, so we’re incredibly excited about our partnership with Miraclon and what we can now offer our trade shop and printer customers.”

FLEXCEL NX Technology eliminates the plate-related variability that creates many inefficiencies and unnecessary waste across the flexo printing process, delivering the industry’s most precise and consistent plate characteristics, specifically multi-form plate surface patterning. FLEXCEL plates enable unparalleled consistency in imaging, eliminate variables in plate production, and deliver the 100% precision required for optimized, predictable ink transfer—the foundations of modern flexo.

Stephen McCartney, Regional Commercial Director, EAMER, Miraclon, added: “The Kamboo Marketing team has an in depth understanding and connection with the packaging printing market in South Africa, making them the ideal partner to give trade shops and converters in the region first hand access to our technology and drive the transformation of flexo to a new era of ‘modern’ flexo that is a standardized, sustainable manufacturing process. We’re looking forward to working with them as an extension of the Miraclon team.”

Kamboo Marketing boasts a dynamic team of 17 industry experts, spread across South Africa, with three locations in Cape Town, Johannesburg and Durban.

**ENDS**

**About Miraclon**

At Miraclon, we have one clear mission - to transform flexographic printing in partnership with our customers by delivering leading technology and expertise that enables them to achieve their efficiency, sustainability and quality goals. Our unique, fully integrated FLEXCEL plate solutions eliminate production variables and deliver the 100% precision required for optimized ink transfer: the foundation of [modern flexo](https://www.miraclon.com/about/modern-flexo/) printing. Our dedicated team helps customers achieve business success by realizing the full potential of their investment in Miraclon technology. 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).