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Press Release

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XSYS implements direct service model in Italy

XSYS, the most experienced global supplier of flexographic and letterpress prepress plates and processing equipment, has announced the implementation of a direct sales and service structure in Italy to serve this important European packaging market with its innovative solutions.

Stuttgart, Germany, 28 June 2021: The establishment of an own-brand sales and service organisation comes as XSYS strengthens its presence with becoming a full solutions provider for its customers globally. XSYS Italia S.r.l. will be based in Milano Italy, with new staff members recruited to help drive this initiative at local level.

For many years, Flint Group has successfully relied on Heidelberg as strategic partner for distribution of well-established brands, including nyloflex®, Xpress, nyloprint®, nylosolv®, ThermoFlexX imagers and Catena plate processing equipment, in the Italian market.

However, with the recent establishment of the new XSYS division gathering all Flint's prepress activities under one umbrella, an evaluation of the current go-to-market strategy found that key national markets would profit more from having locally based, dedicated operations.

"We are very grateful for the excellent support we have received from Heidelberg in Italy over the past two decades," says Friedrich von Rechteren, XSYS Global Commercial Vice President, "the time has now come to take a next step and give customers direct access to the full benefits of our product portfolio along with our fast response service and support."

The deployment of the new strategy will see all sales and service functions taken over by the XSYS team, with logistics integrated into the existing European network. For Italian customers, this will ensure that they receive fast and efficient support across the country, backed up by XSYS remote support service.

Newly appointed Sales Managers Roberto Malagu, Marco Cremonini and Alessandro Casella and Sales Operations Officer Luigi de Luce, as well as technical service Cristian Marchesini are bolstering the Southern European sales team specifically to cover the Italian market and give customers direct access to XSYS expert advice.

"By putting our feet on the ground, we can deliver a cohesive offering that gives customers full access to our innovative portfolio of brands for flexographic and letterpress printing," continues von Rechteren. "I'm extremely pleased to welcome our new members to the XSYS team as we embark on our new Italian venture and expand our reach at this crucial point."



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XSYS continues to partner with the distributor Ulmex for rotec Sleeves and Adapters for the Italian market. Ulmex supplies top-quality innovative technologies with a team of highly competent specialists who have been with the company for many years.

The new structure will be effective 1 July 2021.

ABOUT XSYS

Formed in January 2021 as a new division of Flint Group, combining Flint Group Flexographic and Xeikon Prepress into a single division, XSYS has been designed to bring more brilliance into the packaging industry – into the lives of its customers and colleagues – using brilliant products and services for brilliant print results and business success. It combines under one umbrella such well-known flexographic and letterpress brands as nyloflex®, Xpress, nyloprint®, nylosolv®, rotec®, FlexoExpert, ThermoFlexX, Catena, TFxX and Woodpecker, to provide a complete flexographic and letterpress prepress solution.

XSYS operates from more than 37 locations around the world and remains one of the largest global suppliers offering both flexographic and letterpress prepress solutions, including plates, sleeves, processors, workflow solutions and expert professional services designed to help these industries move forward with increasing innovation, improved productivity and profitability and a reduced environmental footprint.

ABOUT FLINT GROUP

Flint Group is dedicated to serving the global printing and packaging industry. The company develops, manufactures and markets an extensive portfolio of printing consumables and printing equipment, including: a vast range of conventional and energy curable inks and coatings for most offset, flexographic and gravure applications; pressroom chemicals, printing blankets and sleeves for offset printing; photopolymer printing plates and sleeves, plate-making equipment and flexographic sleeve systems; pigments and additives for use in inks and other colourant applications; Flint Group also designs, develops and delivers web-fed digital colour presses for labels and packaging applications, document printing, as well as commercial printing as well as platemaking equipment for the newspaper industry and computer-to-plate (CtP) solutions for the commercial printing market; With a strong customer focus, unmatched service and support, and superior products, Flint Group strives to provide exceptional value, consistent quality and continuous innovation to customers around the world. Headquartered in Luxembourg, Flint Group employs some 6200 people. Revenues for 2020 were € 1.7 billion. On a worldwide basis, the company is the number one or number two supplier in every major market segment it serves. For more information, please visit www.flintgrp.com.