



Press Release

Asahi Photoproducts to Participate in Mexico's First Labelexpo in Partnership with Representaciones Pfeifer

Asahi's broad AFP™ family of plates will be on display at the show, with experts available to explain their value in printing at the highest quality on a wide variety of substrates, from labels to flexible packaging and corrugate

Tokyo, Japan & Brussels, Belgium, March 30, 2023. Asahi Photoproducts, a pioneer in flexographic photopolymer plate development, today reported it will be represented in Mexico's first label and packaging printing trade show from Labelexpo by its Mexican distributor, [Representaciones Pfeifer](#). The event is scheduled for 26-28 April at Mexico City's World Trade Center. Representaciones Pfeifer will be located in Hall I, Booth I8, at the event.

"We partnered with Asahi in 2021 because we knew about the quality and reliability of its products and the company," said Gerardo Kahn Feldman Vice President of Business Development. "Although the company had a global reputation, its products were not available in Mexico at the time. It was a perfect opportunity to properly introduce the brand in Mexico. We are delighted to be representing Asahi Photoproducts and its [AFP™](#) CleanPrint line of flexographic printing plates at this premier of Labelexpo in Mexico."

Asahi AFP™ Flexographic Plates: The Details

Asahi's AFP™ CleanPrint family of flexographic plates are ideal for printing on a wide range of substrates, from thin plates for printing of labels and flexible packaging to thick plates for printing on corrugate. Plates can be selected based on the requirements for the individual substrate and project, including out-of-the-box flat-top plates, kiss touch pressure to preserve corrugated fluting, very high quality printing with minimal dot gain and plates designed for printing with sticky inks. Representaciones Pfeiffer will be displaying the entire AFP™ family of plates. Visitors to the booth will also be able to learn about other offerings



from Asahi Photoproducts, bringing flexographic printing more in balance with the environment. “Since we began representing Asahi Photoproducts in Mexico,” Feldman added, “our customers have experienced the high quality, stability, performance and range of solutions that were not available before in Mexico for flexographic printing, including both digital and analogue plates. They have also benefited from the ease of switching to these exceptional plates and the improvements they have seen in the press room. We will be sharing some of their stories with visitors to our stand during the show.”

About Asahi CleanPrint

Asahi CleanPrint flexographic plates are specifically engineered to transfer all remaining ink to the printed substrate. This is due to the plate’s lower surface energy. CleanPrint plates do not need to be cleaned as often as conventional digital solvent plates, resulting in less press downtime due to plate cleaning and increased [OEE](#) in the pressroom.




“Asahi’s CleanPrint has received great market reception in our line of water-washable plates, and we have extended this capability to other plate categories in our portfolio, including the AFP™ line of flexographic plates,” said Dieter Niederstadt, Asahi’s Technical Marketing Manager. “Not only has this helped flexographic printers increase productivity, but it also has extended the range of applications they can offer customers, including the ability to transfer even more work from other print technologies to flexo.”

For more information about flexographic solutions from Asahi Photoproducts that are in harmony with the environment, visit www.asahi-photoproducts.com.

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About Representaciones Pfeifer S.A de C.V.

Representaciones Pfeifer is a 100% Mexican company, providing the flexographic, rotogravure and packaging industries with products of the highest quality and most respected manufacturers. We import and market inputs for the graphic arts, packaging, corrugated, stationery and plastics industry. We represent and distribute the most recognized brands worldwide, with the highest quality management system certified under ISO 9001: 2015. All our products include after sale technical service, in order to ensure best overall performance and low applied costs.

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About Asahi Photoproducts

Asahi Photoproducts was founded in 1973 and is a subsidiary of the Asahi Kasei Corporation, which has a century of operating history. Asahi Photoproducts is a leading pioneer in the development of

photopolymer flexo printing plates. By creating high-quality flexographic solutions and through continued innovation, the company aims at driving print forward in harmony with the environment.

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More information is available at www.asahi-photoproducts.com and at:

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Image & caption:



Asahi's AFP™-TOP is a hard premium digital flexo CleanPrint plate delivers a broad colour gamut and soft tonal shades fading out to zero. Kiss-touch printing pressure facilitates repeatable print quality, and fewer cleaning press stops. Compatible with high-definition screening and microcell patterning technologies.