

Press Release

Asahi Photoproducts, Allstein, Esko and Kongsberg Precision Cutting Systems to Unveil Breakthrough Flexo 5.0 Automation at Open House in Herford

Premiere Event to showcase next-level automation in flexo, developed by four industry leaders

Brussels and Tokyo – 10 July 2025 – Asahi Photoproducts, a pioneer in flexographic photopolymer plate development, today announced a collaborative industry milestone in flexographic printing. Together with technology partners Allstein, Esko, and Kongsberg PCS, Asahi will showcase a new level of automation in flexo during an exclusive Open House in Herford, Germany, on 7 October – one day before the K 2025 trade fair opens in Düsseldorf.

In the context of an ongoing shortage of skilled labor, the project reflects a broader industry trend: leveraging automation to reduce repetitive tasks and deploy human expertise more strategically.

The participating partners – Allstein, Esko, Kongsberg PCS, and Asahi Photoproducts – are sending a clear signal: Flexo printing is not only becoming more efficient but also strategically competitive with gravure printing. Especially in markets where rotogravure has a strong historical presence, such as Asia, this could become a real alternative.

At the Open House, guests will experience a production concept that offers a glimpse into the future of flexographic printing: highly automated, resource-efficient, and ready to unlock new market opportunities.

While technical details will be shared at the event, this is not a mere showcase – it is a working blueprint for the future of packaging production.

Interested visitors can register for the Open House event on 7 October 2025 via the following [link](#) or by scanning the QR code below or contact [Finn Strüßmann](#).

Journalists are invited to attend the Open House and can reach out to [Monika Dürr](#) for interview opportunities or further information.

—ENDS—

About Asahi Photoproducts



Founded in 1973, Asahi Photoproducts is a subsidiary of the Asahi Kasei Corporation, established in Japan in 1922. Asahi Photoproducts is a pioneer in the development of photopolymer flexo printing plates, committed to advancing flexographic printing through high-quality solutions and cutting-edge technologies.

Our flexo plates are engineered to deliver outstanding print quality while reducing waste in production and enabling faster press speeds for higher overall efficiency. These advancements are driven by our long-term sustainability strategy, focused on reducing solvent use and promoting a complete switch to water-wash technology.

We believe that sustainable innovation is key to the future of print — and we support our customers in being trailblazers in achieving both environmental and production goals.

Follow Asahi Photoproducts at .

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

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Images & captions :



A new level of flexo automation will be showcased on 7 October 2025 in Herford by Allstein, Esko, Kongsberg PCS, and Asahi Photoproducts – setting a benchmark in efficiency and gravure-competitive quality.



Partner logos: Allstein | Esko | Kongsberg Precision Cutting Systems | Asahi Photoproducts