

Agfa Graphics to Focus on Sustainability for Print China 2011

Agfa Media Relations

Deborah Hutcheson
Director of Marketing
Agfa Graphics

800-540-2432 x4646
deborah.hutcheson@agfa.com

Jessica Guilfoyle
Group M Inc

845-535-3453 x206
jessica.guilfoyle@groupm.org
www.agfapress.com

Ridgefield Park, NJ – April 4, 2011 – Agfa Graphics announced today that a series of new products that underline print production with considerably lower environmental impact is making its Asian debut at Print China 2011. One year after the creation of the joint venture with Shenzhen Brothers in China, Agfa Graphics Asia will show and demonstrate sustainable solutions targeted specifically to the Chinese pre-press and printing market.

It is only the second Print China, yet it is already considered one of this year's major events for the graphic arts industry, and Agfa Graphics' strong presence at the event shows the company's commitment to the Chinese printing industry. Agfa is well-recognized in the Chinese printing industry and has been selected as one of the ten best-known foreign brand names for five consecutive years. It is known for its wide offering of complete pre-press systems for commercial and newspaper printers, as well as its extensive range of industrial inkjet printing solutions.

"Agfa Graphics Asia has a determined focus on the Chinese printing market," said Mr. Stefaan Vanhooren, President of Agfa Graphics and Member of the Board at Agfa Graphics Asia. "China's growth in offset print is both tremendous and challenging at the same time. This industry can only be successful if we answer local needs with specific solutions. We manufacture a range of plates for the region from the Wuxi production plant, to the highest world standard quality, and our R&D teams are working together to design the most appropriate plate production solutions for this market in combination with the most efficient workflow software. These are all investments well spent because, notwithstanding the advance of digital printing technologies, offset is still the dominant printing technology today and is expected to remain so for many years to come."

Among the products and services making their debut is the new :N92VCF chemistry-free violet plate for newspaper applications which

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outperforms any other solution in terms of quality and consistency, just like :Azura TS for commercial applications.

"We give the growing Chinese printing industry access to the very latest technology in both pre-press and printing," said Mr. Huang, CEO of Agfa Graphics Asia. "Such as :Azura TS, the most successful chem-free thermal printing plate in the industry. It reduces chemical waste by up to 70%, compared to conventional plate systems, which makes it both cost effective and clean. To our customers, it shows Agfa Graphics' concern for their productivity and for the sustainability of their business. At Print China 2011 we will show total system solutions including advanced software tools which will streamline complex processes and raise efficiency by reducing ink layers on press."

Agfa Graphics is also showcasing a wide-format digital inkjet printer which saves energy by curing the UV inks with LED arrays. This allows the use of substrates which are more heat sensitive, while still using less power to print, without compromising on print quality.

"We maintain our technology leadership through continuous innovation," said Vanhooren. "For plates, we keep investing in more efficient, highly productive plate making systems with reduced chemistry and energy waste, while at the same time increasing convenience for printers. And this also applies for our digital printing solutions that enable clean but efficient inkjet print.

Print China 2011 runs from April 9th to April 13th at Guangdong Modern International Exhibition Centre in the city of Dongguan.

About Agfa Graphics

Agfa Graphics offers integrated solutions to the graphic communication industry. These solutions include consumables, hardware, software and services for production workflow, design and color management. The Company's CtP, CtF and digital proofing systems have positioned it as a worldwide leader in the commercial printing and packaging industries as well as newspaper publishing markets.

Agfa Graphics is rapidly expanding its offering of products and solutions in the growing digital inkjet market. Its experience in both



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image technology and emulsions has provided the knowledge necessary to make high-quality systems for UV curable inks. Partnerships with industry leaders in development and manufacturing as well as key acquisitions have expanded the scope of its technology and permitted the company to develop comprehensive digital solutions for printing posters, banners, signs, displays, labels, packaging and more. Additional product and company information can be found www.agfa.com

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