

FOR IMMEDIATE RELEASE
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Wikoff Color Co-Hosts Gelflex Open House Event at Comexi – Girona, Spain

Wikoff Color co-hosted a Gelflex Open House in partnership with Comexi and Energy Systems, Inc. (ESI) last week at Comexi's Girona, Spain location. The event centered on live demos of Gelflex, allowing attendees to see the outstanding performance of the EB flexo product line in real time. Prior to the successful press run demo, guests heard presentations from leaders of the three hosting companies, which elaborated on the benefits of EB flexo technology.

Over 30 guests from North America, Asia and Europe were in attendance and eager to learn how Gelflex addresses sustainability and environmental impact concerns, while not compromising product performance and cost. For many of the flexible packaging converter attendees, Gelflex proved to be the solution to the product innovation being demanded by consumers and brand owners alike.

"The feedback from visitors has been quite positive, some have already scheduled their own press trials and placed orders for Gelflex," remarked Daniel Cavalcanti, Regional Manager of Latin America for Wikoff Color. "We look forward to being at the forefront of this product innovation and seeing where EB flexo takes the flexible packaging industry."

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