



PRESS RELEASE
25 February 2019

“Flexo Best Practice Toolbox” launched on 20 February 2019

The Flexo Best Practice Toolbox was officially launched on 20 February 2019 at a press conference in Brussels, Belgium. It is now available to buy from the Apple iBook Store for €99.99.

The Toolbox is a technical eBook for those working in flexographic printing. It is a best practice and easy to use reference tool to help users achieve predictable, high quality, environmentally sound, and safe results. It is currently available as an iBook on Apple devices.

Although not a replacement for a proper technical education, the Toolbox has been designed to make flexographic printing simple through easily understandable videos, pictures and animations. The underlying concept is to help flexographic practitioners “Do it right the first time” by refreshing existing knowledge.

It is a unique and original document, due to the multimedia content and the joint expertise from the FTA Europe federations and the eleven supporting companies who contributed to making the Toolbox come to life. The ebook format will allow the Toolbox to be updated as advice and technology evolves.

FTA Europe President, Sante Conselvan, said: “A skilled workforce is a crucial part of a flexo printing company and the Toolbox will contribute to the lifelong learning of our employees. On behalf of FTA Europe, we want to thank the development team as well as all supporters of the Toolbox who helped us in realising this unique multimedia educational tool”.

A short video is available on the [FTA Europe website](#) for more information about the structure and objectives of the Toolbox.



FLEXO BEST PRACTICE TOOL BOX

The European Guidelines Explaining Flexographic Printing

Companies supporting the project:



– ENDS –

Notes to Editor

FTA Europe is the European umbrella for flexographic printing. FTA Europe represents the common interests of the European flexo industry and also provides a common platform for the European flexo associations to promote European exchange, collaboration and alignment. The office of FTA Europe is located in Brussels at the Intergraf Secretariat. For more information, please visit: <http://www.fta-europe.eu/>

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