

## NEWS RELEASE



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### **Anderson & Vreeland Introduces Flexo TV with Demonstration Videos**

Bryan, OH – Flexo TV, a new online resource for demonstration and instructional videos covering all facets of flexographic printing, is introduced by Anderson & Vreeland, Inc., leading manufacturer and distributor of flexographic plate processing equipment and materials.

At the website [www.AndersonVreeland.com/FlexoTV](http://www.AndersonVreeland.com/FlexoTV), visitors can watch and learn from dozens of videos covering flexo plate production, proper plate mounting techniques, how to set up a four-color process fingerprint run, color calibration

instruments and techniques, direct laser engraving and dozens of other subjects, including an eight-minute video showing how AVantage<sup>®</sup> liquid photopolymer printing plates are produced. The online resource also offers videos introducing new products and technologies affecting flexography, including nyloflex<sup>®</sup> NExT, the high-intensity UV exposure technology introduced by Flint Group Flexographic Products that delivers precise reproduction of digital layouts onto finished printing plates.

“We wanted to offer informative, engaging video content as added value and support for our customers, especially as our industry continues to innovate with new technology and capabilities,” said Darin Lyon, Vice President and General Manager for A&V. “There are videos for everyone, from basic tutorials on flexo plate production to advanced printing applications,” added Lyon.

The new Flexo TV video channel can be viewed at [www.AndersonVreeland.com/FlexoTV](http://www.AndersonVreeland.com/FlexoTV). For information on Anderson & Vreeland visit [www.AndVre.com](http://www.AndVre.com) or email [info@AndVre.com](mailto:info@AndVre.com).

### **About Anderson & Vreeland, Inc.**

Founded in 1961, Anderson & Vreeland has earned an international reputation as a leading supplier of flexo platemaking equipment and materials to the graphic arts industry. The company offers a “systems approach” to plate processing, with state-of-the-art equipment, materials, and software specifically designed for flexo. A&V supports these products with 50 years of experience and a nationwide staff of technical sales representatives thoroughly knowledgeable about the fine points of flexo. The company’s substantial flexo experience and technical support sets it apart from other prepress suppliers. This experience and support results in smoother and easier integration of

technical advancements affecting flexo prepress. Further information is available on the web at [www.AndVre.com](http://www.AndVre.com).

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Photo caption: “Flexo TV – The flexo industry’s newest resource for demonstration and instructional videos.”