

Anderson & Vreeland, Inc. Becomes Leading Sponsor of STRIPE VR, Virtual Print Training Simulator at Clemson University's Sonoco Institute

Anderson & Vreeland, Inc. announced their decision to become a leading sponsor of STRIPE VR, the virtual print training simulator developed by Clemson University's Sonoco Institute of Packaging Design and Graphics, with a donation of \$80,000. The Sonoco Institute is Clemson University's research and development center for advanced solutions and resources for the printing and packaging industry.

FAIRFIELD, N.J. ([PRWEB](#)) February 24, 2020 -- Anderson & Vreeland, Inc. announced their decision to become a leading sponsor of STRIPE VR, the virtual print training simulator developed by Clemson University's Sonoco Institute of Packaging Design and Graphics, with a donation of \$80,000. The Sonoco Institute is Clemson University's research and development center for advanced solutions and resources for the printing and packaging industry.

This donation will allow the Sonoco Institute to invest in its interactive virtual reality print lab for workforce training and recruitment, STRIPE VR. One of these advancements is a training simulator where trainees can interact with printing equipment in new ways such as virtual "hands-on" experience and interaction with the machines and their parts, training with different measurement devices, and setting impressions to review the results.

"With a decline in employment in the print industry over the past 10 years, a cutting-edge solution is needed to attract talent to the workforce," said Bobby Congdon, Assistant Director for Clemson's Sonoco Institute. "A&V's contribution is going to make a big impact on further developing our solution to that workforce issue," he added.

Representatives of Anderson & Vreeland Inc.—Howard Vreeland, Chairman & CEO, Darin Lyon, President, Joe Anderson, Vice-President, and Jessica Harrell, Director of Technologies visited the Sonoco Institute of Packaging Design and Graphics at Clemson University this month to confirm their commitment to workforce development and experience the groundbreaking technology with a live demonstration of the platform.

"With this donation, Anderson & Vreeland establishes its commitment to enhancing the industry's workforce development," said Darin Lyon, President of Anderson & Vreeland Inc. "We walked away very impressed with Sonoco Institute's VR, scalable training platform, and the impact it will make on our industry moving forward" he added.

About Anderson & Vreeland, Inc.

Anderson & Vreeland provides flexographic printers with innovative solutions that are tailored to their specific application. We do this by identifying the most effective & advanced technologies in our portfolio, educating our customers on how these products will improve their bottom line, and seamlessly integrate these solutions into our client's business. We are a privately held company with over 50 years of experience providing unrivaled customer service to the flexographic printing industry.

Further information is available on the web at www.AndersonVreeland.com.

About Clemson University Sonoco Institute

The Sonoco Institute of Packaging Design and Graphics at Clemson University is a unique education, research and industry collaboration to discover, develop and deliver advanced solutions and resources for tomorrow's printing and packaging value chain. We invest in the most rigorous research and development opportunities in this vast marketplace, while providing students the best education in packaging science and graphic communications possible to prepare them as leaders of tomorrow.

Further information is available on the web at www.SonocoInstitute.com.