

## PRESS RELEASE

For immediate publication

### **Fasson® Labelstocks Added to Xeikon Preferred Media**

Lier, Belgium, May 12<sup>th</sup>, 2009 - Xeikon, a division of Punch Graphix, today announced that it has entered into a preferred media partnership agreement with Avery Dennison, certifying Fasson-brand self-adhesive labelstocks for use on Xeikon reel-to-reel digital label presses. The two companies will collaborate closely to deliver efficient and cost-effective labeling solutions that will further expand the scope of self-adhesive applications using Xeikon technology.

Initially, 14 Fasson self-adhesive labelstocks certified for use with the new Xeikon 3300 and Xeikon 3000 label presses will be offered. As well as the most popular Fasson white paper labelstock, Fasson MC Primecoat, with a choice of adhesives to meet different application requirements, the certified Fasson range includes the new low-caliper film stock Fasson PP Light Top Clear; a specialty wine labelstock, Fasson Matt Wine; and Innovia Films' compostable NatureFlex™ film in a Fasson self-adhesive laminate.

“The quality of the print media contributes significantly to the overall quality of Xeikon imaging. Ever since the launch of our Xeikon range, we have been developing our database of print media to provide our customers with script files for specific print media that will help them get the most out of their Xeikon presses,” explains Filip Weymans, Business Development Manager, Labels & Packaging.

“We are delighted that our customers now also have access to Fasson labelstocks. The certified substrates deliver outstanding print results on Xeikon presses, but equally important is the fact that they are conventional substrates used for the traditional reel-to-reel print processes, like flexo. They are therefore always in stock. Our dry toner-based imaging technology allows the use of such conventional substrates without coating or pre-treatment. Not only is this much more cost-effective, it also facilitates the integration of our digital label presses into traditional production environments.”

Working with all its print media partners, Xeikon has qualified a selection of high-quality substrates, offering customers script files for the most common grades, across the full spectrum of substrate weights. Xeikon's print media database also contains authorized script files, locally created, regularly updated, and shared by Xeikon users worldwide. The script files for the new range of Fasson labelstocks can be downloaded via the Xeikon website, [www.xeikon.com](http://www.xeikon.com).

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#### **About Avery Dennison**

Avery Dennison is a recognized industry leader that develops innovative identification and decorative solutions for businesses and consumers worldwide. The Company's products include self-adhesive labeling materials; graphics imaging media; retail apparel ticketing and branding systems; RFID inlays and tags; office products; specialty tapes; and a variety of specialized labels for automotive, industrial and durable goods applications. A FORTUNE 500 Company with

sales of \$6.7 billion in 2008, Avery Dennison is based in Pasadena, California and employs more than 36,000 employees in over 60 countries. For more information, visit [www.averydennison.com](http://www.averydennison.com).

**About Xeikon**

A pioneer in digital printing, Xeikon designs, develops and delivers high-end digital color printing systems for the global commercial, document printing and industrial market segments. These systems are composed of advanced web-fed printing engines using LED-array-based, dry toner electrophotography, open workflow software, exclusive toner and other consumables. Production and R&D are based in Belgium, its solutions being distributed and supported through a worldwide sales and service network. Xeikon is a division of Punch Graphix. For more information, visit [www.xeikon.com](http://www.xeikon.com).

**About Punch Graphix**

Punch Graphix provides innovative, competitive and environmentally friendly imaging and printing solutions for the global graphics industry. Under the Xeikon brand name, Punch Graphix designs, develops and delivers high-end digital color printing systems, software and consumables for the commercial, document printing and industrial markets. Under the basysPrint brand, Punch Graphix designs, develops and delivers mid to high-end imaging systems for the offset prepress commercial markets. With a clear-minded focus on R&D, Punch Graphix is dedicated to customer satisfaction and aims to deliver cost-effective graphic excellence that goes beyond all expectations. [www.punchgraphix.com](http://www.punchgraphix.com).

**More information**

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**Pictures/Images**

Picture material regarding this press release is available from Punch Graphix Marketing Communications at [marcom@punchgraphix.com](mailto:marcom@punchgraphix.com).