

Contact: Steve Fleissner

Model Graphics
Phone 513 541 2355
Fax 513 541 2504
2614 Crescentville Road
West Chester, OH 45069

Model Graphics

Press Release

Model Graphics in Hi Def : Revolutionizing the quality standard for narrow web Flexographic print converting.

EskoArtwork recently awarded Model Graphics their coveted “HD Flexo Certification” award.

West Chester, OH – July 22, 2011: Model Graphics is one of only three total North American Label converting companies to receive the HD Flexo globally recognized award.

Model has been an awarding winning flexographic label and film converter for over 26 years. Steve Fleissner, President and founder, states “The ESKO HD Flexo certification is recognition of the long term strategy and execution of a lot of people within Model who push the envelope each day to create a “Model of Excellence” for our customers and the pride of the entire Model team.” Model provides labels, flexible film, tags, design and automated labeling equipment to clients who need the best response time and a trusted partner who delivers exceptional quality print.

Model chose Esko (www.esko.com) as a partner forming a web of strategic partner choices, including Pitman/Dupont-Cyrel (<http://pitmanpackaging.com/fast.aspx>) and Nilpeter (<http://faline.nilpeter.com/faline/index.html>) over a year ago. The narrow web flexo world at that time was struggling like other industries. Model wanted to be poised for growth when the economy softened. Model also wanted an edge. While most flexo shops were struggling to get loans, Model, with the help of a trusted consultant, began recruiting the best bank to help support the growth strategy. One emerged and the previous bank of 25 years was fired. Model invested nearly \$2,000,000 in committing to the strategy of being out front with an exclusive offer. “Give us an order you currently purchase and if the quality is not improved over your current product, pay nothing and keep the printed HD Flexo work at no charge.” Fleissner says “A lot of companies don’t believe the “mafia” offer. There are an

For Release: On or before 9 AM August 1, 2011

estimated 4000 to 5000 narrow web flexo print converters in North America, so you have to be creative to stay ahead of the curve and have an offer that can't be ignored.”

Model Graphics employs 40 and serves clients in the Health and Beauty, Industrial and Hardware, Home Goods, various Food and Beverage manufacturers and packers, Distributors and co-packers in the Midwest.

Esko HD Flexo technology coupled with the FA- Nilpeter press, Model is seeing excellent print quality in four color process reproduction and color consistency. “We are presenting products to the market we could of never considered just months ago. We were told by Esko we would be printing at a level that would rival offset and gravure. We have had customers and suppliers agree after seeing the finished products.” says Fleissner

“Companies that are HD Flexo certified are among the best in their field. They are constantly innovating to offer the very best in flexo quality. The HD Flexo certified seal is only offered to those companies that have passed EskoArtwork's strenuous HD Flexo certification program.” – EskoArtwork



Learn more about Model at modelgraphicsinc.com.
Like us on [Facebook](#) or get in touch on [LinkedIn](#)