



## **Comexi Exhibits The Company's Novelties For The First Time In A Virtual Booth**

**The company fully enters the digital era by offering streaming demos and trainings to its customers through the Manel Xifra Boada Technology Center**

**Girona, July 21, 2020.-** Comexi, a global supplier of solutions for the flexible packaging printing and converting sector, demonstrated its firm commitment to the digital era. For the first time, the company organized the presentation of a virtual booth to introduce the latest developments in printing and conversion. Additionally, Comexi presented the well-known Comexi Cloud digital services platform, various new services of the Manel Xifra Boada Technology Center, as well as industry 4.0 and sustainability solutions, some of the company's strategic pillars.

Comexi took this opportunity to unveil the new technological brand Genius Tech, which encompasses all of its technological developments, both those that are already a part of the current flexographic press line and those that will have the new concept of Flexo press in the foreseeable future. Genius Tech is Comexi's technological response to the primary concerns of customers: ultra-short runs, low machine OEE, and the necessary training for operators, among others. Genius Tech adds technology and intelligence to the machine in order to make them more sustainable and improve processes.

A walk through the virtual booth reveals the Comexi's new flexographic printing concept, as well as global novelty regarding the company's revolutionary digital press concept: a press specifically designed for flexible packaging which is ideal for short runs, completely free of solvents, and has an extremely high printing resolution.

The Manel Xifra Boada Technology Center, Comexi CTec, which specializes in training, as well as offering process advice and technical support to the printing and conversion industry of flexible packaging, presented its turnkey project services: the creation from ground zero of a complete global conversion plant, with onsite pre-press service integration and training. Through customized client demonstrations and live streaming webinars, the latter which have been designed for operators and professionals wanting in-depth knowledge and have replaced face-to-face communication, Comexi CTec has become a pioneer regarding the use of new digital technologies.

Genius Tech is one of the main innovations presented by the company in its first virtual stand. It is the technological answer in regard to improving machine uptime and the quality of work, thus adding automation and machine intelligence, while keeping focused on solutions that develop sustainability.

A visit to the Comexi virtual booth updates you on the most current Comexi information regarding the Comexi Cloud digital platform, the benefits of offset printing, and the newest trends in packaging, lamination, conversion process automation, as well as laser and holography applications.

#### About Comexi – [www.comexi.com](http://www.comexi.com)

Comexi, founded in 1954, has extensive experience in manufacturing equipment for the flexible packaging conversion industry. As a world leader, it operates five product lines, each specialized in a different conversion process: flexography printing, offset printing, laminating, slitting, and digital services. Furthermore, it has a Service and Technical Assistance Business Unit that offers service 24 hours a day, 7 days a week.

The company has two production plants: one in Riudellots de la Selva (Girona, Spain) and another one near the town of Montenegro, in the State of Rio Grande do Sul (Brazil). There are also two offices in Miami (USA) and Moscow (Russia). Moreover, Comexi is represented in more than 100 countries. This commercial network allows us to have proximity to our customers in order to optimally respond to their needs.

Comexi includes the Manel Xifra Boada Technological Centre, Comexi CTec, where the company provides support and shares its knowledge with various groups involved in the flexible printing industry process.

#### **For further information:**

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