



# Product notification

To: Customers and Dealers of the **KODAK FLEXCEL** Analog Product Portfolios  
From: Sue Kutay, Worldwide Product Manager, Flexographic Packaging Division,  
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**SUBJECT: Simplified product naming, same great products**

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I am pleased to introduce a simplification to our product naming for our analog plate and digital film portfolio.

Previous Product Name	New Product Name
KODAK DITR 4401 Film KODAK DITR 4401 Matte Film	KODAK DITR Film
KODAK FLEXCEL SRM Flexographic Plate	KODAK FLEXCEL SRM Plate
KODAK FLEXCEL SRH Flexographic Plate	KODAK FLEXCEL SRH Plate
KODAK FLEXCEL SRC Flexographic Plate	KODAK FLEXCEL SRC Plate
KODAK FLEXCEL SRCK Flexographic Plate	KODAK FLEXCEL SRCK Plate

Throughout the year we will be updating our products labels, product descriptions, marketing collateral and supporting documentation to align with the new simplified naming. Catalog numbers are unchanged so there will be no disruption to your ongoing orders.

As part of this transition, no product returns will be accepted.

## What action do I need to take for now?

Please share this information with others in your business, as appropriate. Continue to use our products as you have been — there is no need to return any existing inventory, because the products themselves have not changed.

Your feedback is important to us and allows us to continuously improve our products and solutions. Please forward any comments or questions you may have regarding this product improvement, or any of our products, to your Kodak sales representative.

Thank you for your continued business.