

Product Notification

FLEXOGRAPHIC PACKAGING SOLUTIONS



To: Kodak Flexographic Consumables Customers and Dealers
From: Natalia Mattioli, Worldwide Product Manager, Flexographic Packaging Solutions
natalia.mattioli@kodak.com
Susann Kutay, Worldwide Product Manager, Flexographic Packaging Solutions
sue.kutay@kodak.com

SUBJECT: Product label changes for KODAK Flexographic Portfolio

We are pleased to introduce the improved labels packing design for KODAK Flexographic Consumables Portfolio, specifically KODAK FLEXCEL NXH, FLEXCEL NXC, TIL, TIL-R, FLEXCEL SR, DITR and Approval consumables.

In direct response to customer feedback, our labels were redesigned to ensure key information was visible when boxes of these products are stacked. The product inside the package is unchanged.

- Increasing the visibility of the product from the distance by increasing size of font.
- Separating the information into two labels (Front and Adjacent sides).
- Added side labels for easier identification when the product is stacked.
- Adding Health and Safety marks.
- Incorporate Flexcel NX Kitting Label (A & B Components) to improve user experience.

Ordering notes:

- There is no change to your catalogue numbers.
- Customers will start to receive some of the products with new labels starting in February 2018.
- Examples of the new labels design are provided in the attachment.

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

We thank you for being a longtime Kodak customer and look forward to your continued business success using Kodak solutions and products.

If you have any questions regarding this announcement, please contact your local Kodak sales manager or technical service representative.

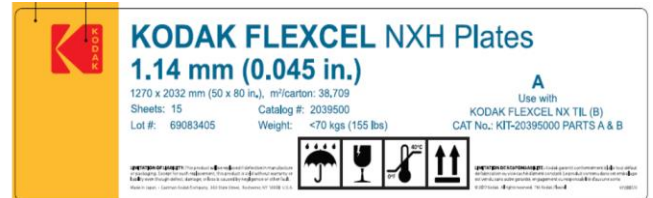
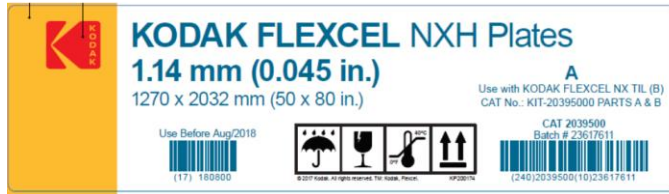
Product Notification

FLEXOGRAPHIC PACKAGING SOLUTIONS



New Labels Design Examples:

- FLEXCEL NXH Plates -Top of the Box and Side Label



- FLEXCEL TIL – Top of Box and Bag Labels



- DITR Film Roll

