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## **KODAK PRINERGY Workflow Marks 20<sup>th</sup> Anniversary Transforming How Printers Operate**

**Rochester, New York – May 29, 2019** – Over 150 Printers, industry partners, and media from around the world convened in New Orleans at the 2019 GUA Conference to mark the 20th anniversary of the print industry’s leading prepress automation software, KODAK PRINERGY Workflow. The two-day forum celebrated twenty years of collaboration between print service providers and Kodak that has transformed the way prepress departments operate, while also fostering lively discussions on the latest technology innovations shaping the future.

At the event, some of the very first printers to introduce PRINERGY into their production workflow were among the hundreds of attendees. For all these printers, a common theme emerged about the impact of PRINERGY on the industry. The relentless march to be more flexible and efficient has meant that printers of all sizes need to integrate solutions that optimize their workflow and throughput while managing their overall costs. In the forum’s opening address by Todd Bigger, who was recently appointed to lead the company’s software division, he set out a clear vision for how Kodak and PRINERGY will continue to provide printers with the innovative tools and close collaboration to remain competitive and profitable.

“For twenty years, PRINERGY has helped thousands of printers all over the world focus on what matters most, building a thriving business” said Todd Bigger, President, Kodak Software Division. “Our

customer-focused and customer-driven approach continues to guide us today as we invest in PRINERGY to make the most powerful tool in the industry even better. While the demands on printers become more complex with opportunities to grow into new markets, PRINERGY aims to eliminate complexity for printers with comprehensive automation that drives costs down and is easily expandable, so you can add capabilities as your needs change, and your business evolves.”

PRINERGY Solutions offer customers maximum value and flexibility to remain competitive because they are a sustainable investment. The portfolio of solutions supports all major printing processes across commercial and packaging; offset, flexo, digital, and gravure. PRINERGY manages a broad range of digital printing systems including the KODAK NEXPRESS and NEXFINITY Press platform, KODAK PROSPER Presses and is compatible with nearly all 3rd party solutions and equipment. PRINERGY also provides customizable automation capabilities as well as access to innovative cloud based and decision analytics-based tools. In the lead-up to drupa 2020, PRINERGY will announce several exciting new developments for the PRINERGY platform, including the upcoming release of PRINERGY Managed Services.

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### **About Kodak**

Kodak is a technology company focused on imaging. We provide – directly and through partnerships with other innovative companies – hardware, software, consumables and services to customers in graphic arts, commercial print, publishing, packaging, entertainment and commercial films, and consumer products markets. With our world-class R&D capabilities, innovative solutions portfolio and highly trusted brand, Kodak is helping customers around the globe to sustainably grow their own businesses and enjoy their lives. For additional information on Kodak, visit us at [kodak.com](http://kodak.com), follow us on Twitter [@KodakPrint](https://twitter.com/KodakPrint), or like us on Facebook at [Kodak](https://www.facebook.com/Kodak).

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