



Media Contacts:

Gill Beard, Kodak, +44 (0)192 365 2727, gillian.beard@kodak.com

Josh Nova, Madaket+Co., +852 9384-0334, josh.nova@madaketco.com

Kodak SONORA UV Process Free Plate Now Available in Asia, ANZ, Middle East, and European Markets

Rochester, New York, March 27, 2017 -- Kodak announced today that the KODAK SONORA UV Process Free Plate, the latest addition to the company's process-free technology portfolio, is now available in many regions of the world.

SONORA UV Plates expand the capability of Kodak's process free plate portfolio to an even wider group of print service providers. They are capable of delivering longer run lengths for UV print applications than any other process free plate --up to 30,000 impressions. This allows printers to take advantage of both the environmental and economic benefits of process free plates and the expanded set of opportunities associated with UV technology, including flexibility, high print quality, and faster drying times.

"As far as we're concerned, there's no alternative to Kodak's process free plates when it comes to UV printing. We simply don't have room for a plate processor, and these plates have the general advantage of less effort and lower costs for plate making as well as more stability," says Torsten Gröger, Production Director at cre art Die Werbeproduktion in Fulda, Germany. "Thanks to the KODAK SONORA UV Process Free Plate and the extensive capabilities of our press, which is equipped with numerous UV and print enhancement extras, we can produce complex and demanding jobs on any substrate. The level of creativity and quality is very high, and this kind of job would have been technically impossible a few years ago. The

SONORA UV Process Free Plate enables significantly longer run lengths with at least twice as many impressions as we get from the SONORA XP Plate.”

SONORA UV is based on technology used in the popular SONORA XJ Process Free Plate that has been commercially available in Japan since 2016. In the pressroom, SONORA Plates, like the flagship XP version work with your existing press setups and sequences. They are capable of running on sheetfed, heatset web, and commercial coldset presses and can run applications such as commercial print, newspapers, offset packaging, and UV. For packaging printers, the SONORA UV Plates is a very exciting development, as it now meets the rigorous demands of UV print applications increasingly used by today's packaging and commercial printers, but it will also enable printers to take advantage of both the environmental and economic benefits of process free plates.

“Kodak is committed to investing in R&D that advances the capabilities of print service providers and equips them to offer a wider range of applications and tackle new markets while accomplishing all that in the most environmentally way possible,” said Richard Rindo, GM Worldwide Offset Print and VP Print Systems Division, Kodak. “Over 3000 customers around the world are yielding significant cost and environmental benefits from SONORA and with Kodak manufacturing facilities now located in the USA, Europe, Japan and China, printers across the globe benefit from faster supply, support and customer service.”

Read more about the many benefits the SONORA Process Free Plates are delivering to printers around the world at the [Kodak Blog](#).

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, electronic displays, 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, follow us on Twitter [@KodakPrint](#), or like us on [Facebook](#) at Kodak.