

PRESS RELEASE (For immediate release)

November, 2011

FARNELL WINS GOLD AT CANADIAN PRINTING AWARDS

Farnell Packaging Limited won the “Most Environmentally Progressive Packaging Project” GOLD AWARD on November 10th for the execution of Final Print Assurance (remote proofing) with “Gorton’s Seafood, Gloucester, Massachusetts, 12 Batter Dipped Fish Portions” design/package. This, combined with Opaltone digital print technology, lived up to the Canadian Printing Awards’ aims to recognize excellence in quality printing, environmental initiatives and industry contribution.

This year’s event was hosted by Dianne Buckner, host of CBC’s hit reality television show, Dragon’s Den, and once again sponsored by PrintAction magazine.

Final print assurance (remote proofing) replaces the standard practise of having press approvals occur on-site at the printer/converter. In an era of travel bans and green initiatives, the ability to execute press approvals from virtually anywhere, emulating an on-site press approval, is a game changer. This technology reduces travel expenses, reduces errors and reduces customers’ carbon footprint – not to mention the savings in time.

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Farnell Packaging Limited is a manufacturer of flexible packaging materials supplying the food/consumer products sectors. A stroll down any grocery aisle will reveal Farnell film and label products at work. Fruit and produce, frozen foods, towel and tissue, etc.1 – all displaying bold “buy me” cutting-edge graphics produced in modern manufacturing facilities using leading technologies employed by a skilled and committed team focused on customer needs, continuous improvement and innovation.