

## Press Release

### **Asahi Photoproducts Showcased Latest Advancements in Sustainable Packaging Solutions at the 7th China International Import Expo in Shanghai**

#### ***Seminar Featured Discussions on New Materials and Sustainable Packaging Solutions with Industry Experts***

**Tokyo, Japan & Brussels, Belgium, November 11, 2024.** Asahi Photoproducts, a pioneer in flexographic printing solutions, successfully participated in the 7th China International Import Expo (CIIE) held at the National Exhibition and Convention Center in Shanghai from November 5 to 10, 2024. This prestigious event brought together industry leaders from across the globe to explore new trends and innovations in international trade.

During the expo, Asahi Photoproducts presented its latest advancements that help clients transition from traditional solvent-based plate production to water-washable alternatives. The [AFP-R™](#) reduced solvent plates offer an accessible entry point, requiring minimal investment in new equipment. Following this, clients can adopt [AWP™](#) water-washable plates, which use tap water without detergents for washout, significantly reducing the carbon footprint. This approach aligns with the industry's increasing focus on sustainability while also enhancing operational competitiveness. Asahi Kasei's goal of achieving carbon neutrality across all operations by 2050 underscores this commitment to sustainable innovation.

#### **Exclusive Seminar highlighted industry trends**





On November 7, Asahi hosted an exclusive seminar at their booth, where industry experts shared the results of a recent China gravure vs. flexo CO<sub>2</sub> emissions comparison survey. Representatives from the **Beijing Institute of Graphic Communication (BIGC)** and the **China Packaging Federation** presented the findings, as well as insights into advancements in sustainable packaging materials. Major brands like **Wahaha Group** and **Songyu Printing and Packaging** also spoke, expressing their intent to adopt flexographic printing for beverage packaging in order to reduce environmental impact. These companies aim to lead the way in China's shift towards more sustainable practices.

For more information about products and solutions from Asahi Photoproducts that contribute to life and living for people around the world visit [www.asahi-photoproducts.com](http://www.asahi-photoproducts.com)

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**About Asahi Photoproducts**



Founded in 1973, Asahi Photoproducts is a subsidiary of Asahi Kasei Corp., which has a century of operating history. Asahi Photoproducts is a leading pioneer in the development of photopolymer flexo printing plates. By creating high-quality flexographic solutions through continued innovation, the company aims to drive printing forward in harmony with the environment. Follow Asahi Photoproducts at    .

More information is available at [www.asahi-photoproducts.com](http://www.asahi-photoproducts.com).

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**Image & caption:**



**中国国际进口博览会**  
**CHINA INTERNATIONAL**  
**IMPORT EXPO**

Caption: At the 7th China International Import Expo in Shanghai this November, Asahi Photoproducts showcased its latest innovations in sustainable packaging and new materials (logo is the property of [CIIE](http://www.ciie.com)).