

Agfa Graphics

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England World Cup Flag makes BBC News



Northern Flags has made BBC headlines with their new England Waistcoat Supporters Flag, printed on their Agfa Avinci wide format dye sublimation printer.

Northern Flags, which has a 33-year history in supplying flags, has been inundated with enquiries for the St George's Cross flags since the World Cup started so they were approached by BBC Look North to discuss the

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impact the World Cup had had on their business. The company designed this new 'waistcoat design' flag to celebrate England's progression in the World Cup which was captured by the Television cameras when they arrived to interview MD Iain Clasper-Cotte. Since appearing on BBC Look North news they've received a rush of orders.

The business invested in the Agfa Avinci DX3200 dye sublimation engine earlier this year which is driven by the Agfa Asanti workflow solution. The Avinci DX3200 is an industrial dye sublimation roll-to-roll printer bringing remarkable print quality to a wide range of soft signage applications. It's a highly productive, large format unit, printing up to 3.2m in width with low ink consumption, 6 colours (CMYKLcLm) and with a resolution up to 540 x 1080 dpi.

"Following the feature on BBC Look North, people literally knocked on our doors the following morning to order this new flag design. The Avinci print engine has produced a quality product for us and if we get the result we all want tonight, long may we continue to get this run on sales." Said Iain Clasper-Cotte, UK Managing Director for Northern Flags

Check it out and order an England flag for your premises at:

<https://www.northernflags.com/Catalogue/Outdoor/Flags-and-Feather-Flags/England-Waistcoat-Flag-ENG001>

<https://www.northernflags.com/Catalogue/Outdoor/Flags-and-Feather-Flags/England-Waistcoat-Flag-Landscape-ENG002>

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About Agfa

The Agfa-Gevaert Group is one of the world's leading companies in imaging and information technology. Agfa develops, manufactures and markets analogue and digital systems for the printing industry (Agfa Graphics), for the healthcare sector (Agfa HealthCare), and for specific industrial applications (Agfa Specialty Products). Agfa is headquartered in Mortsel, Belgium. The company is present in 40 countries and has agents in another 100 countries around the globe. The Agfa-Gevaert Group achieved a turnover of 2,537 million euros in 2016.

www.agfa.com

About Agfa Graphics

Agfa Graphics is a leading supplier to the printing industry, offering innovative and reliable solutions:

- Commercial, newspaper and packaging printers around the globe count on us for the most extensive range of integrated solutions, from computer-to-plate systems with digital offset plates over color management and workflow optimization software to pressroom chemicals. Our sustainable innovations offer printing companies benefits in terms of ecology, economy, and extra convenience—or ECO³.
- We supply sign & display printing companies with a range of highly productive and versatile wide-format inkjet printers and dedicated inks, in addition to workflow software, cutting machines and inkjet media.
- Agfa Graphics develops high-performance inkjet inks & fluids for various industrial inkjet printing systems and applications, enabling industrial manufacturers to integrate print into their existing production processes.

Agfa Graphics. We Embody Print.

www.agfagraphics.com

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