**APRIL 2015**

**OMET in Zeller+Gmelin’s World Sales Meeting program**

**Last March 12-13, 2015 Zeller+Gmelin held their annual International Sales Meeting in Lecco involving OMET for demonstrations of their newly presented inks**

The sales representatives of Zeller+Gmelin coming from all over the world met in Lecco last March for a two-day’s meeting. The partnership between OMET and Zeller+Gmelin on testing of new inks and special printing applications is really tight and has been going on for many years, getting even stronger in the occasion of international events, customers’ demos, or peculiar testing needs.

Main topics of the presentations Zeller+Gmelin gave the first day of their meeting were marketing strategy, product development and the unveiling of a new ink type. Afterwards, a series of demonstration were organized at OMET’s Headquarters in Lecco using Zeller+Gmelin new inks. Zeller+Gmelin’s people particularly appreciated the print quality offered by the XFlex X6 UV flexo press that was used for the live demos. The press proved its extreme flexibility on different flexible films and offered excellent results with UVAFLEX LM Series innovative inks.

The second day was dedicated to technical presentations. Among them, Carmine Cioffi of OMET R&D Team spoke about Low Energy UV-Systems and the experience of OMET’s Research & Development team on this regard.

(ends: words 201)

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