

## ECO3 launched as new name for former Agfa Offset Solutions

**ECO3** is one of the leading global suppliers of prepress solutions to the offset printing industry. The company is present across all steps of the prepress value chain, offering a portfolio of offset plates, graphic film, equipment & services, as well as software and chemicals. Under the new ownership of AURELIUS, the business will have the same organizational structure and customer-facing sales and service teams.

Frederik Dehing, Global Head of Sales, clarifies: *"While our brand, logo and colors change, nothing will change for our customers. They can continue to rely on their trusted account manager and service engineer, on the innovative product portfolio they buy from ECO3 and on the highest value in product and service. Hence our tagline: You Print. We Care."*

With direct sales and service organizations in more than 30 countries, with manufacturing capacity in Europe, the Americas and Asia, and with the strong support of AURELIUS, ECO3 is committed to drive existing and new business initiatives forward in a sustainable manner.

Global Head of Technology & Marketing, Joan Vermeersch concludes: *"ECO3 perfectly summarizes what we stand for: we are committed to continuous innovation in product and service and focus on three times ECO: Ecology, Economy, and Extra Convenience — or ECO3. The dynamic logo expresses the agility of the company going forward, with the new corporate colors - CMYK - being a tribute to our industry"*.

The new brand name will gradually come into effect.



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ECO3 is a leading global supplier of prepress systems to the printing industry. Commercial, newspaper and packaging printers rely on us for the most extensive range of integrated solutions, from printing plates and computer-to-plate systems over workflow and print management software to pressroom chemicals.

Our solutions are designed to deliver higher productivity, lower costs and greener outcomes at every stage of the print process. **You print. We care.**

### For more information

[www.ECO3.com](http://www.ECO3.com)

[press@ECO3.com](mailto:press@ECO3.com)