

Hapert, May 2nd 2014

Dear readers,

We are proud to send you enclosed Apex Newsflash #25! It's our communication tool for short, relevant and useful product and organization information on a frequent basis. If you have a topic for the Newsflash, do not hesitate to inform us about it. *Your Apex Marketing & Communication Team! (marketing@apex-europe.com)*

Apex wins Laser Innovation Award 2014

Apex is proud to have won the Laser Innovation Award 2014. The prize, a glass artwork, was handed to Martien Hendriks during the annual Industrial LaserEvent in Enschede, by Paul Braakhuis. "Thanks to laser technology and GTT in particular, we have become the company we are today, says Martien Hendriks. Apex has yielded many jobs and the export market has increased tremendous for us". And those were exactly the decisive factors for the jury. The Laser Innovation award was initially started to put in the spotlight companies that deliver proven success with laser technologies. Also, the prize is an incentive for other companies to start using laser technology successfully. According to the chairman Paul Braakhuis the quality of all nominations was very high. Nevertheless, the jury was unanimous in its judgment to vote Apex as winner. The Jury consisted of Professors and consultants from University Twente (NL), Knowledge Park Twente and Chamber of Commerce.



Martien Hendriks receives the Laser innovation award 2014 from Chairman Paul Braakhuis (l)

FlexiVel (Mexico) and Apex start business relationship

In an ongoing commitment to providing their customers with the finest flexographic ink-to-plate metering products, Apex Group of companies is proud to welcome Mr. José Velasco from company FLEXI-VEL on board as the new agent in Mexico. Working in the printing, converting and packaging industry for more than 43 years, José has huge experiences in the field of flexo printing. As he has been focused on the sales and service of both narrow and wide web presses and all related accessories and equipment, he knows very well the importance of the anilox roll performing well in the printing machine.

"Apex' products are perfect tools to support printers in their daily business," according to José. His personal challenge is "supporting customers with high level service according to their needs and requirements." José Velasco will be Apex' agent for customers of all industries within Mexico.



Photo: FlexiVel team.
Top row, 2nd from left is José Velasco

MAY 2014							JUNE						
S	M	T	W	T	F	S	S	M	T	W	T	F	S
				1	2	3	1	2	3	4	5	6	7
4	5	6	7	8	9	10	8	9	10	11	12	13	14
11	12	13	14	15	16	17	15	16	17	18	19	20	21
18	19	20	21	22	23	24	22	23	24	25	26	27	28
25	26	27	28	29	30	31	29	30					

Open-Houses / Conferences with Apex involvement May-June 2014

- **14-15 May: Fixed color palette seminar (Sweden):** Teamply Apex-Esko-Dupont-Flint. Info: <http://page.esko.com/brobry-event-2014>
- **14-15 May: Soma Flexo Challenges conference (Czech rep):** Apex is present as co-supplier/speaker. Info: <http://www.soma-eng.com/flexo-challenges-conference-2014>
- **14-15 May: MPS open-house (NL):** Apex is present as co-supplier.
- **14-15 May: Heidelberg Perfecting days (Germany):** Apex is present as co-supplier.
- **21 May: Apex Roadshow at Gallus Philadelphia (USA).** Apex hosts the seminar together with several co-suppliers. Info: <http://http://www.apex-groupofcompanies.com/en/pages/seminars.html>
- **10-12 June: REVO open-house at Gidue, Florence (Italy).** Apex is partner of the project and organizer of the event. Info: <http://www.revo-digitalflexo.com/> (brand new! & launched this week for full program information & registration) Spread the word and inform all customers/prospects about these events! We look forward to meeting them!