



**Think**  
MARKETING



Press Release

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## **Agfa highlights commitment to supporting customers on their sustainability journey**

**Agfa is highlighting its ongoing commitment to sustainability for the printing industry at the FESPA Global Print Expo 2025, showcasing its synergistic approach to eco-conscious printing that masters all elements of the supply chain.**

The leader in digital inkjet printing solutions will demonstrate how its printers, inks, software and services work together to help customers optimize their sustainability efforts to achieve greater efficiencies and possibilities.

The company's output is designed to offer synergistic sustainability benefits – for example, its Asanti algorithms minimize ink use while printers leverage Thin Ink Layer capability to maintain quality. Its IoT services also sustain uptime, ensuring printers operate at peak efficiency with eco-certified inks.

This integrated ecosystem enables businesses to achieve extreme productivity, sustainability, and adaptability – hallmarks of Agfa's cross-functional engineering.

“Agfa powers the sustainability journey of print service providers through an integrated ecosystem that includes eco-conscious inks, durable printers, intelligent software, and expert support,” says Arnaud Calleja, Vice-President Digital Printing Solutions at Agfa.

“Agfa is the only wide-format solutions provider in the sign & display industry that masters every component of the print production process: printers, inks, software and services. This enables efficiencies and sustainability benefits that go beyond what standalone solutions can achieve, resulting in a powerful printing operation where every part strengthens the other.”

“Agfa recognizes the urgency of reducing CO<sub>2</sub> emissions and improving safety and is committed to empowering its partners to operate more sustainably while maintaining top-tier performance and reliability.”

Agfa's state-of-the-art inks provide peace of mind for customers regarding ongoing

compliance, being designed to support the environment, and formulated for compliance with the leading European chemical safety policies, directives, and legislation. Ink performance is tested on eco-conscious media to ensure high print quality on sustainable substrates, while patented Thin Ink Layer Technology delivers the lowest ink consumption per square meter/foot in the industry.

These inks combine perfectly with the company's durable inkjet printers that are built to last, reducing waste from machine disposal and replacement. All Agfa printers can be upgraded as necessary, evolving with customer needs to ensure reliable performance over long lifespans. Even when they reach the end of their first life, these printers still hold potential rest value in the second-hand market, as many retain significant worth through sale or repurposing.

Agfa's Asanti workflow software supports waste reduction through job optimization, lowering media waste through intelligent nesting, tiling, and job grouping. It enhances color management and quality control while enabling web-to-print integration and data exchange to streamline production. The software's algorithms also contribute directly to ink efficiency through Thin Ink Layer optimization.

Agfa's customers can also benefit from IoT-driven support including remote diagnostics and smart spare-part handling, reducing travel-related emissions and manual interventions. With a global support network, Agfa ensures there is always support nearby and provides local assistance through direct and partner networks, ensuring rapid response times.

**By choosing Agfa, customers are investing in more than state-of-the-art print technology – they are partnering with a company dedicated to advancing sustainability across the print industry.**

**ENDS**

## **Notes to editors**

### **About Agfa**

The Agfa-Gevaert Group is a leading company in imaging technology and IT solutions with over 150 years of experience. The Group operates through three divisions: Radiology Solutions, Healthcare IT, and Digital Print & Chemicals. They develop, manufacture, and market analog and digital systems for the healthcare sector, for specific industrial applications, and for the printing industry. In 2024, the Group achieved a turnover of € 1,138 million.

### **About Agfa's Digital Printing Solutions**

Agfa's Digital Printing Solutions aims to advance the use of inkjet printing technology across diverse industries, helping businesses become more versatile, efficient, and sustainable. By understanding the unique needs and challenges of each sector, Agfa partners with its customers to deliver innovative printing solutions.

Agfa offers a comprehensive range of high-quality inkjet printers, inks, software, and services. These products can be provided as fully integrated solutions or as customized components within larger production workflows, ensuring exceptional quality, productivity, and cost-effectiveness. With global service and support, Agfa helps businesses achieve outstanding printing results and drive growth.

To find out more please visit: [www.agfa.com](http://www.agfa.com)

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