

J.F. Moore Goes Greener with :Azura TS from Agfa Graphics

Agfa Media Relations

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Toronto-based printer invests in Agfa solution for environmental benefits, to improve processes, reduce waste and cut costs

Ridgefield Park, NJ – June 7, 2010 – Agfa Graphics announced today that J.F. Moore Communications of Toronto, ON has successfully transitioned to Agfa's :Azura TS chemistry-free plates.

A tight-knit organization founded more than two decades ago, J.F. Moore Communications prides itself on being a technologically-savvy and eco-friendly company. As such, management has consistently upgraded hardware and software in order to stay ahead of market constraints, improve processes and better service their customers.

According to Dean Baxendale, CEO and President of J.F. Moore Communications, "J.F. Moore leveraged its access to global research to better understand the emerging trends in consumer and business preferences. The demand from consumers and J.F. Moore customers to invest in lean and green products has consistently increased in recent years. By working with Agfa we have made an investment that supports our commitment to environmental best practices. Most importantly, we are able to continue to deliver high quality products via a cost-effective process for our customers that are in line with their sustainability specifications."

The :Azura TS chemistry-free plate uses Agfa's patented ThermoFuse™ technology, which brings simple platemaking technology to sheetfed printers and web printers. :ThermoFuse's purely physical image formation eliminates many exposure variables, including pH, temperature or replenishment. Unlike conventional thermal plates, :Azura TS uses a simple gumming process that cleans the plate and gums it in one simple step, making it press-ready without the need for chemical processing. As a result, water consumption and waste are considerably reduced. :Azura TS also delivers sharp image contrast. As such, visual inspections are possible prior to mounting which minimizes compromises on press and improves productivity.

Baxendale also offered, "With :Azura TS, we have moved away from less efficient conventional processes. Overall, this was an easy business decision that helps J.F. Moore support our customers' Corporate Social Responsibility initiatives. This transition also marks the final piece in our three-year plan to become a global leader in Environmental, Ethical and Value based Best Practices. A true win-win!"

ThermoFuse, the technology on which the :Azura TS chemistry-free plate is based, is widely considered to represent the most advanced digital platemaking technology in
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the marketplace today. In addition to Agfa's eco-friendly :Azura TS chemistry-free plates, J.F. Moore Communications uses Bullfrog Power, which is 100% green electricity, to run their Toronto-based operations. The organization is FSC certified, G7 Master Printer Certified and ISO 2846 Compliant. Only three other printers in Canada have achieved this industry designation. Furthermore, J.F. Moore is the only organization in Canada to provide end-to-end print solutions that meet the G7 Standards for both ink and print quality. Thus J.F. Moore provides customers with unparalleled solutions that meet Environmental Best Practices as well as Color/Brand Management as well as High Quality Printing standards.

About J.F. Moore Communications

For more than two decades, J.F. Moore Communications has been supplying customers with high-quality offset printing that is produced with the environment in mind. In recent years, J.F. Moore has expanded its range of capabilities and has enabled its customers to achieve their marketing and business communications needs. Today, J.F. Moore Communications provides digital printing, direct mail, online services, fulfillment and distribution services. For more information on J.F. Moore Communications visit <http://www.jfmoorelitho.com>

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 Materials).

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 2,755 million Euros in 2009.

Our World

Supporting customers is Agfa's top priority. Our charter is to develop technology that improves efficiencies, improves quality and saves money while lessening the environmental impact. We are committed to providing service and support that will help our customers implement environmental and workplace safety. We support our customers in their efforts to attract print buyers who prefer to do business with printers that demonstrate environmental concern. Partnering with our customers and with other manufacturers is essential to our vision of Our World—a place where we can all improve business and the environment simultaneously.



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About Agfa Graphics

Agfa Graphics offers integrated pre-print solutions for the printing industry. These solutions include consumables, hardware, software and services for production workflow, design and color management. The Company's CtP, CtF and digital proofing systems have positioned it as worldwide leader in the commercial printing and packaging industries as well as newspaper publishing markets.

Agfa Graphics is rapidly expanding its offering of products and solutions on the growing digital inkjet market. Its experience in both image technology and emulsions has provided the knowledge necessary to make high-quality systems for UV curable inks. Partnerships with industry leaders in development and manufacturing have expanded the scope of its technology and permitted the company to develop comprehensive digital solutions for printing posters, banners, signs, displays, labels and packaging materials.

Product and company information can be found on Agfa's home page on the World Wide Web at: www.agfa.com

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