**Agfa introduces Amfortis, all‑in‑one workflow for offset packaging printing**

**Amfortis facilitates the lives of packaging converters by combining multiple unique software tools into one powerful production workflow solution.** **It complements Agfa’s offering for offset packaging, which already included durable printing plates and high-performing CtP systems.**

**Mortsel, Belgium – 4 June 2021**

From a single user interface, Amfortis guarantees first-rate print quality and consistency while streamlining all typical prepress tasks, such as design optimization, stepping & repeating, ripping and job management. The innovative software functions as an **integrated command center** – not only outputting printing plates and creating proofs, yet also driving digital presses or wide-format printers and cutting devices for sampling and short-run production.

To design Amfortis, Agfa built on over 25 years of experience and knowhow in workflow development. Packaging printers and converters can now enjoy **the reliability and ease of use of Agfa’s proven Apogee processing architecture**. Commercial printers who want to extend into packaging printing will be able to do so in no time and with very little effort.

Fratelli Roda SA, a Swiss printing company of pharmaceutical, cosmetic and food packaging always on the lookout for business innovations, were the first to implement Amfortis: *“The huge potential of Amfortis immediately became apparent”,* says Gian Luca Pellegrinelli, Production Manager. *“It has made our production process both faster and more secure, as it allowed us to eliminate intermediate steps. Our operators, who were already used to working with Apogee, feel that the interface is very intuitive.”*

**Stunning prints, lower ink usage**

Amfortis incorporates Agfa’s standardization software **PressTune**, which guarantees absolute color consistency, and thus also smoother approvals, faster make-ready, and lower ink and paper consumption. Thanks to this reliable color reproduction, PressTune provides the perfect ground for Agfa's revolutionary screening technology **SPIR@L** to boost print quality while reducing ink coverage. It also forms the backbone for Agfa’s ink saving software **InkTune**, which can be applied on the extended color gamut separations supported by Amfortis. Through the integration with Agfa’s **Arziro**, Amfortis also lets printing companies add specific design elements to artwork for enhanced shelf appeal as well as brand protection.

*“Packaging printing is a growing market segment, and the pandemic has even reinforced this through an increase in online shopping,”* says Andy Grant, Global Head of Software at Agfa. *“At Agfa, we pursue an integrated solutions strategy for all markets we serve. Amfortis is the final piece in the jigsaw for offset packaging. It also fits in our ECO³ approach: we support the business growth of our customers by offering them cost-effective solutions that make their operations more sustainable, productive and convenient.”*

*“Amfortis will become an on-ramp for commercial printers who are extending their capabilities with packaging services”* adds Mark Lewiecki, Senior Product Manager at Adobe*. “Agfa customers will benefit from state-of-the-art technologies, including reliable, Adobe quality output and new packaging features in the latest Adobe PDF Print Engine. Congratulations to Agfa on the launch of Amfortis!”*

**Amfortis virtual event**

On June 17th, Agfa hosts a broadcast dedicated to Amfortis. During this official unboxing event, Agfa’s software experts will reveal all details of the new workflow and highlight its unique potential.

To register for the event, visit [www.studio4d48.com](http://www.studio4d48.com).

*Amfortis is available globally immediately. It syncs perfectly with Agfa’s printing plates, platesetters and pressroom products for offset packaging printers. Available on subscription, on premise or in the cloud, it fits companies’ needs exactly, while being aligned at all times to the latest technological developments.*

*More information on* [*www.agfa.com/amfortis*](http://www.agfa.com/amfortis)*.*

**About Agfa**

Agfa develops, produces and distributes an extensive range of imaging systems and workflow solutions for the printing industry, the healthcare sector, as well as for specific hi-tech industries such as printed electronics & renewable energy solutions.

The headquarters are located in Belgium. The largest production and research centers are located in Belgium, the United States, Canada, Germany, Austria, China and Brazil. Agfa is commercially active worldwide through wholly owned sales organizations in more than 40 countries.

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

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