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Vianord Engineering appoints channel partner in India

Carros, France – December 5th, 2016. In a continuous effort to actively support the global growth of flexo platemaking and more specifically, to address the needs of flexographers and professionals of the packaging industry in India, [Vianord Engineering](#) selected and named **Insight Print Communications Pvt Ltd** as company channel partner for the country.

The new relationship will allow Vianord Engineering to further broaden its reach in the country as well as serve customers and prospects more efficiently and effectively. Based in New Delhi, through its offices in India, Insight Print Communications will offer and support the unique **Vianord EVO systems**.

The partnership will help Vianord Engineering seize opportunities in India's growing flexo platemaking market. Insight Print Communications recently promoted the Vianord EVO flexo platemaking platform at the busy Labelexpo India 2016 show, which took place at the India Expo Centre & Mart in Greater Noida, attracting a great deal of interest from both existing and potential customers.

Ajay Agarwal, Managing Director & CEO, **Insight Group** who has over 20 years of experience and is a highly respected professional in the Indian Printing industry, stated "We are very excited to expand our offering with the Vianord EVO line and bring the most powerful and advanced flexo platemaking solutions available to one of the world's fastest growing markets."

"We look forward to a long and fruitful relationship with Insights. It was imperative for us to find a very strong partner that not only had proven market-leading attitude, but also shared our vision for scaling up excellence

in Flexo Platemaking.” noted **Massimiliano Merlo**, Global Director Marketing and Sales, **Vianord Engineering**.
“Insight Print Communications clearly represents the best in class.”

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About Vianord

Vianord Engineering is one of the world’s leading suppliers of innovative flexographic plate-making systems for conventional and digital plates. Founded by a group of Flexo experts and highly qualified specialists in the field of flexo plate making equipment, the company is fully dedicated to the pure technological innovation of the flexographic pre-press industry. Vianord has been the first company to develop and commercialize modular and fully automated solutions to help flexo printers, converters, plate-makers and repro services, to benefit of high quality plates, through a streamlined process and in a safety-enhanced working environment.

The Vianord Headquarters is located near Nice (South France), in the heart of the industrial area of Carros, one of the three technological poles of France. The new and modern office building, R&D workshops, production units and warehouse were purposely designed over a total area of 4.300 sqm (46.000 sq ft) covering two floors. A second production unit and assembly facility is located in Italy near Milan.

Vianord products and solutions are distributed globally through a global network of channel partners providing vertical solutions and specialized services.

We innovate. You benefit! - Everyone at Vianord makes use of their genuine ability to discover and develop new things that make customers’ job easier, by anticipating their problems and creating new business opportunities, beyond the obvious.

For more information, visit www.vianord.com

About Insight

Insight is India’s largest graphic arts solutions provider representing Screen, Kodak, Komori, Soma, Mimaki, HP and from now on Vianord Engineering. It provides a wide variety of print solutions to the Indian printers.

Please contact support@insightwithin.com for any further info and support.