

**For Immediate Release**

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**Etirama Opens New Barcelona Demo Center; Features TruPoint Orange**® **Doctor Blades**

**Plymouth, MA, October 30, 2020.** On behalf of its Brazilian distribution partner, Flexo Concepts® is excited to announce the company’s new showroom - ETIRAMA EUROPE - in Barcelona, Spain. Here, as well as at the company’s facility in Sorocaba, Brazil, TruPoint Orange doctor blades are used to demonstrate the capability of Etirama’s label presses. The new center will support expansion into new markets beyond Latin America for the Brazilian press manufacturer.

Debuted in April of this year, ETIRAMA EUROPE houses a sales office, Technical Assistance & Training center and a machine exhibition for tests and demonstrations. The first equipment on display was a SUPERPRINT New Generation, equipped with 8 UV printing units which will be permanently exposed. Go to https:/etirama.com.br/en/superprint-en/ to see the machine in action.

Etirama will soon be exporting all new presses worldwide with TruPoint Orange doctor blades. The blades were selected to ensure safety, deliver consistent print quality and eliminate UV ink spitting for its customers. Each new machine installation will include several Orange blades with variations of the exclusive MicroTip edge depending on application.

To learn more about Etirama, visit https://etirama.com.br/. More information about TruPoint Orange doctor blades can be found at https://www.flexoconcepts.com/orange-doctor-blade/.

**About Flexo Concepts**

Established in 1988 and headquartered in Plymouth, Massachusetts, Flexo Concepts manufactures TruPoint doctor blades and MicroClean™ dry media anilox cleaning systems. All products are designed to improve print quality and reduce operational costs for flexographic and offset printers. Flexo Concepts maintains distribution locations in North America, South America, Europe, Asia, Africa and Australia. For more information about the company and its products visit https://www.flexoconcepts.com/. For regular updates, follow Flexo Concepts on Facebook and Twitter.