

■ FRANCE

A »golden opportunity«

SMAG ■ After its »velvet divorce« from *Gidue* the company has now announced a new partnership with *Aquaflex*. Commenting on the new partnership STUART ROBERTS, VP of *F.L.Smithe*, said: »After acquiring *Aquaflex* we first concentrated our marketing on North and South America. When *Smag* was ending its agreement with *Gidue* it was a golden opportunity. The company has good European coverage. For a start we will be concentrating on France and Italy. We plan to launch

this operation with a stock of parts and a demo press installed at *Smag's* plant by September. A wide product range plus a favourable Dollar/Euro exchange rate will help to move into the market quickly«.

Commented STÉPHANE RATEAU, CEO of *Sramag-Smag*: »This is an exceptional opportunity. With *Aquaflex* we have an experienced partner making fully servo-driven machinery.

→ www.smag-graphique.com

→ www.aquaflex.com