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**Wikoff Color's New Product Demos, Partnerships and Latest Acquisition Result in a Successful LabelExpo Show**

Wikoff Color Corporation received overwhelmingly positive feedback from customers and prospects alike at LabelExpo Americas 2018. Wikoff Color had a lot to share with show visitors this year, including live on-press demos of LED inks, exciting new Wikoff Digital products, a plate distribution partnership and a recently finalized acquisition.

"We've had a lot going on at Wikoff Color as of late, which translated into a busy show for us," remarked Daryl Collins, VP of Regional Operations and Marketing for Wikoff Color. "From our acquisition of Braden Sutphin to a partnership with Asahi Photoproducts, LabelExpo was a great opportunity to communicate our recent news to the industry."

One contributor to the influx of foot traffic to the booth was the partnership with Etirama, a Latin American press manufacturer. "Overall, our partnership in tradeshow this year has yielded great results, both in booth traffic and viable leads for both companies. Having the opportunity to showcase our Photoflex LED inks on press during the show was truly a gamechanger," stated Daniel Cavalcanti, Regional Manager of Latin America and the Caribbean for Wikoff Color. "We look forward to growing our relationship with Etirama in the future," he added.

Photoflex LED wasn't the only product line on display, this year. A dedicated Wikoff Digital representative was on-site answering everyone's questions about Wikoff Color's digital division of products. The latest offering is a collection of six primers including options for water-based and UV-cure inkjet applications for a variety of substrates.

Wikoff Color, an employee-owned company founded in 1956, manufactures high performance printing inks and coatings for the graphic arts industry. Wikoff Color employs more than 500 people in its 37 manufacturing plants and numerous in-plant centers worldwide. Wikoff Color's corporate office is located in Fort Mill, South Carolina.

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