



Product notification

To: Customers and Dealers of the **KODAK FLEXCEL** Analog Product Portfolios
From: Sue Kutay, Worldwide Product Manager, Flexographic Packaging Division,
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SUBJECT: Simplified product naming, same great products

I am pleased to introduce a simplification to our product naming for our analog plate and digital film portfolio.

Previous Product Name	New Product Name
KODAK DITR 4401 Film KODAK DITR 4401 Matte Film	KODAK DITR Film
KODAK FLEXCEL SRM Flexographic Plate	KODAK FLEXCEL SRM Plate
KODAK FLEXCEL SRH Flexographic Plate	KODAK FLEXCEL SRH Plate
KODAK FLEXCEL SRC Flexographic Plate KODAK FLEXCEL SRCK Flexographic Plate	KODAK FLEXCEL SRC Plate KODAK FLEXCEL SRCK Plate

unchanged so there will be no disruption to your ongoing orders.

part of this transition, no product returns will be accepted.

What action do I need to take for now?

Please share this information with others in your business, as appropriate. Continue to use our products as you have been — there is no need to return any existing inventory, be improvement, or any of our products, to your Kodak sales representative.

regard

Thank you for your continued business.