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## Flexo Wash Denmark concludes virtual exhibition

By [STAFF WRITER](#) | [INDUSTRY UPDATES](#)

**Flexo Wash Denmark has reported a successful first-ever live virtual Flexo Wash Narrow Web Expo. Initially scheduled for five days, the event was extended to eight days due to high demand.**

With ongoing restrictions on travel and larger events, Flexo Wash found a new way to showcase its cleaning technologies for the print industry using a virtual live exhibition. Preparations were made to make an immersive studio feeling where both agents and customers could present a unit and see it operating live.

Over 50 one-on-one live sessions and more than 100 machine demos were presented to 50 customers from around the world. Flexo Wash experts were on hand to answer any questions.

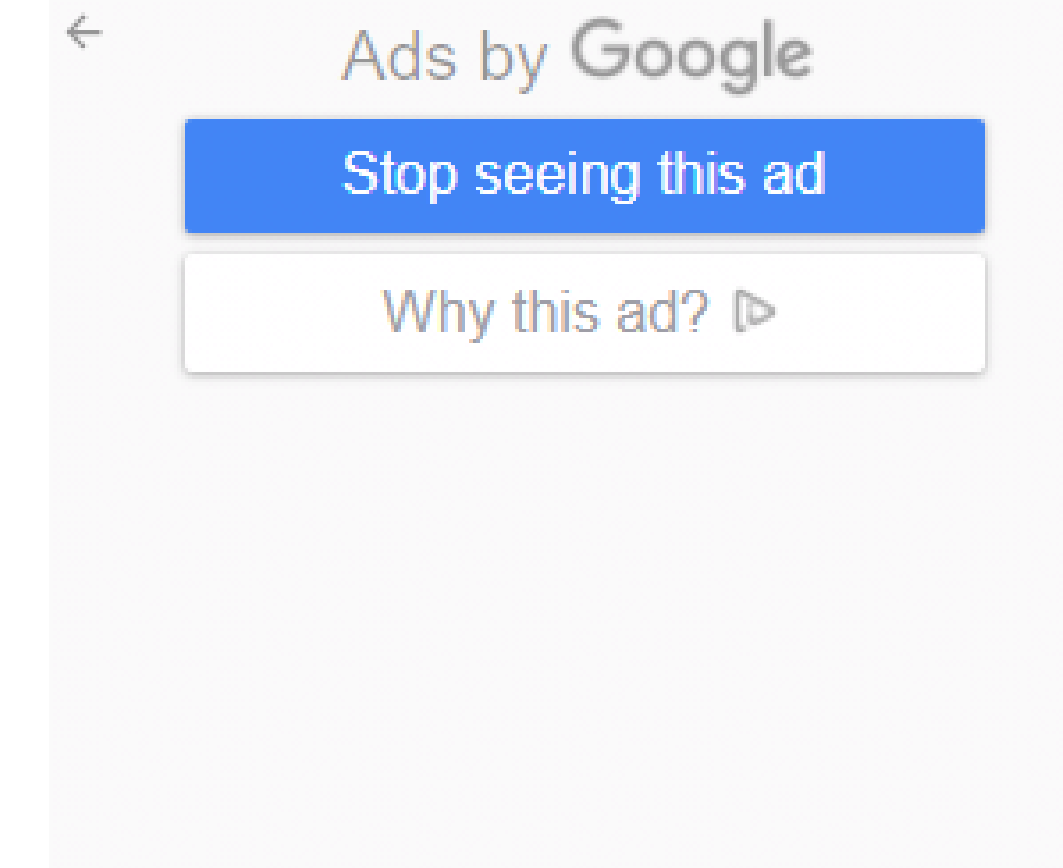
'At Flexo Wash, we always want to deliver the best solution to our customers,' said Anders Kongstad, director at Flexo Wash. 'During the past year, when it has not been possible to visit exhibitions, we have begun to think of new innovative solutions not just for our automatic cleaning machines as we always do, but in other aspects of the company as well.'

Flexo Wash wants to expand on the concept and improve the virtual demo experience, not just during a worldwide pandemic but also afterwards with a studio concept, so agents and clients can see a demonstration without flying halfway across the world.

Area sales manager at Flexo Wash, Mette Laursen, added: 'It has been some really exciting days at our virtual Expo for the narrow web industry. We have had customers participating from all continents around the world, as far as New Zealand and Bolivia. We are proud of what we have achieved, and we very much look forward to our Wide Web Expo in September/October. Thank you to all agents and customers for making this a big success.'

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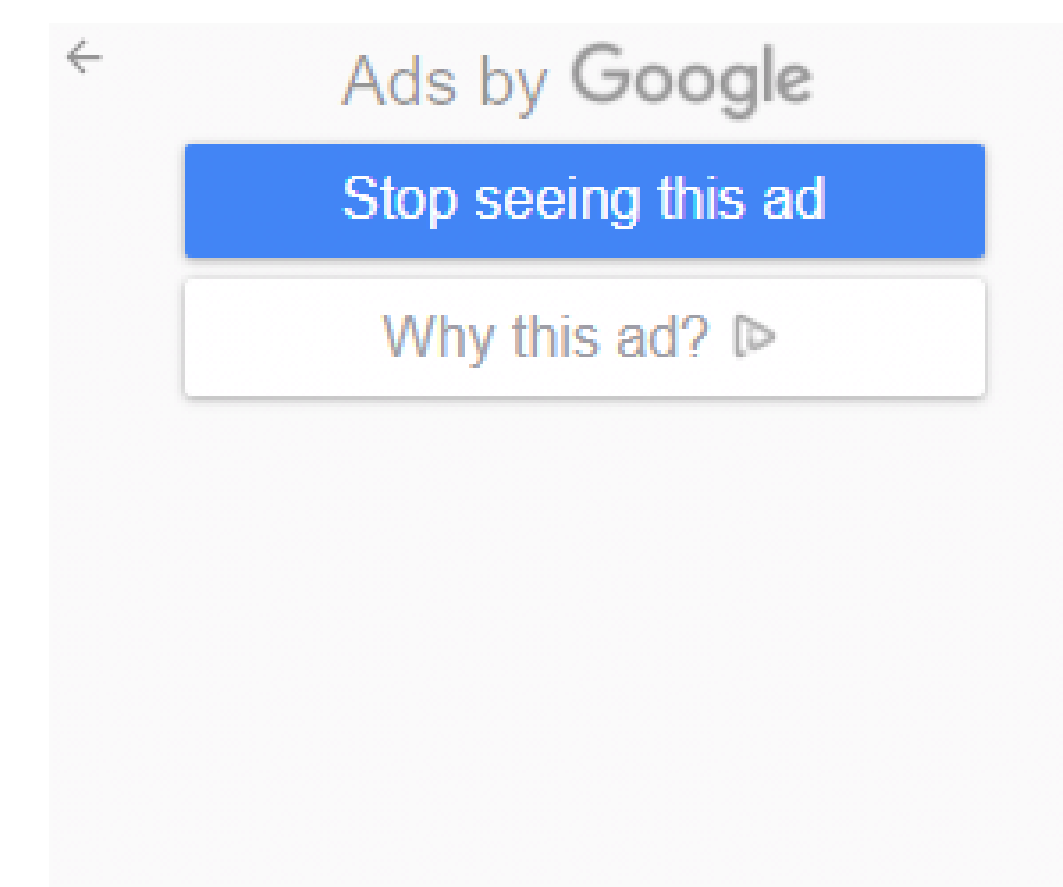
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