



## For Immediate Release

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*Enviroboard™ MR from conVerd makes the grade!*

## GandinnoVations and conVerd Move Forward Together

**San Antonio, TX (October, 2009)** – **GandinnoVations** has added a new product to its Approved Vendor Program (AVP), which was created to give **Jeti** owners an advantage when it comes to digital printing. **GandinnoVations** has approved the **Enviroboard™ MR** (Moisture resistant) rigid product from **conVerd** for the entire line of **Jeti Flatbed Digital Printers**.

“We have had a couple of our customers recommend the **conVerd** products and after the initial testing, we knew that the product was a perfect match for our flatbed line,” says Cory Brock, Director of Marketing for **GandinnoVations**. “We have had a lot of success with the AVP, we welcome **conVerd** and look forward to working with them in the future.”

**conVerd** defines green with the utmost dedication to reducing the carbon footprint by combining high technology and performance with an eco-friendly conscious. With over a decade’s worth of experience and a full line of environmentally sustainable substrates and inks, **conVerd** is among the leaders in creating green solutions for the printing industry.

**Enviroboard™ MR** is a moisture-resistant, FSC-certified and 100% recyclable board alternative to non-green medias such as traditional foam core and corrugated plastic boards. **Enviroboard™ MR** is suitable for indoor and short-term outdoor Point of Purchase applications and is available in sheets for flatbed UV printing.

“We are excited to be working with Gandinnovations and their flatbed printers,” says Milene Ribas, marketing manager for **conVerd**. “This partnership will provide the market with an option to combine sustainable substrates with high performance printers. The results on the images printed on the Jeti flatbeds are outstanding”.

**Gandinnovations** media partners, like **conVerd** must submit materials for rigorous testing on any of the full line of Jeti Printers. Testing is based on multiple qualifications, such as color fastness, durability, adhesion and flexibility of the inks on the substrate tested, and weathering. Once approved as a media partner, **Gandinnovations** adds the vendor’s material specs to its **Gandinnovations Approved Media Partner (G.A.M.P)** page on its newly renovated website, helping its customers to reference products that **Gandinnovations** has approved. Also, with the qualification of the **Enviroboard™** product, **conVerd** and **Gandinnovations** will continue to work together to build a successful partnership that will include pairing at upcoming tradeshow and at Gandinnovation’s state-of-the-art demo facility in Toronto, ON, Canada.

Manufacturers of materials are invited to subscribe to the **Gandinnovations™** Approved Vendor Program. For more information email requests to: [consumables@gandigroup.com](mailto:consumables@gandigroup.com) .

## **About Gandinnovations**

***Gandinnovations™** designs, develops, and manufactures wide-format digital printers. Founded in 2005 by industry pioneer James Gandy and his brother Hary Gandy, the company offers several models of flatbed and roll-to-roll solvent and UV printers for a wide variety of commercial applications. **Gandinnovations™** is known for its cutting-edge technology, pioneering true 600 dpi on all solvent printer models and true 1200 dpi on all UV printer models. The company is headquartered in Mississauga, Ontario, Canada with sales and service in San Antonio, Texas. Additional offices are located in Mexico City, India, Belgium and Dubai, with service centers worldwide.*