

## **“conVerd Introduces New Powerhouse Printers That Can Handle Multiple Tasks and Produce Superior Quality Products”**

**(East Longmeadow, Massachusetts, USA)** – October 15, 2008. conVerd, a new company in the printing industry that distributes eco-friendly products, is showcasing two new printers: the versatile DL-5400 and UJET MC3-Premium printers.

conVerd Vice President of Technology Mark Packman says the printers are a welcome addition to the marketplace:

*“We bring solutions to the wide format market that allow users to expand the applications and services they provide their customers. The DL-5400 printer is one of the best, and most cost-effective printers now on the market. And the MC3-Premium is the only ink jet printer that can handle stretch fabrics without distorting the image”*

The MC3-Premium textile printer is ideal for short run projects, says Tim McCraw, general manager of Yuhan Kimberly, the company that created the machine:

*“It’s a small power house printer that can handle a variety of projects such as samples and proofs, and it’s also capable of focused production. It has the versatility to handle both large and small projects. We have customers who use this printer for swatches and we have customers who use it for production of up to 500 yards of the same pattern”.*

The MC3-Premium is also kinder to the environment. Because of built-in efficiencies, the printer helps reduce wastewater in the printing process between 90 and 100 percent. It’s also efficient and user-friendly. The MC3-Premium’s advanced inter-weaving technology eliminates banding, and its fabric handling system makes it easy to print on thin fabrics such as silk chiffon or stretch fabrics, such as nylon.

MC3-Premium’s digital technology also enables this printer to do clean, fast work. It can print photographic and other images with high resolution, and it can process in one day projects that more traditional printing systems complete in one week, says says Tim McCraw:

*“We have customers that take orders over the internet, and they can print and send the completed product off the next day. What that means for our customers is rapid response time, and less overstock. And that means more money”.*

conVerd is also now distributing the versatile and trustworthy DL-5400.

Sturdily built, with a framework that’s a quarter-inch steel, the DL-5400 can take on short run specialty projects of all kinds, says it’s creator, Joe Gamsky of “Beyond Manufacturing”:

*“It’s main job is to print and cut on adhesive vinyl, but it can do banner, paper, and films. Also, because it can cut really long and it can print very long, businesses are doing all kinds of unique things with it. For those with label applications the DL-5400 is unmatched in the printing industry”.*

These unique projects include wrapping for semis and buses, long stickers, laminated flooring and life size graphics. The DL-5400 also has a gentler impact on the environment, as it uses eco-solvent ink, which contains far fewer volatile organic compounds than solvent ink.

This printer, which can be left unattended for up to 16 hours, is also flexible, says manufacturer Joe Gamsky:

*“The machine follows every move that the ink jet makes, so that you can print and cut and then go to a core. That way you end up with a final product that can go right on automated machinery”.*

The DL-5400 can easily handle 12 inch diameter materials or up to 500 pound rolls, and it can handle materials with various textures-- from wallpaper to fabric.

Along with these advanced technology printers, conVerd is now distributing the “conVerd by Aconda Natura Poster Line”, a truly green alternative in media. This product line is the only one that is both Forest Stewardship Council and Carbon Neutral certified in the wide format market and beyond. The product line is made from pulp from FSC certified forests, and the posters are recyclable.

conVerd has already established its presence in the North American market, and is fast emerging in the Central and South American market. It officially launched this August at a special event in Mexico City.

### **About conVerd**

conVerd has over a decade’s experience as a wide format supplier in the USA market. It is also a leader in creating green solutions for the printing industry. conVerd’s product range includes environmentally sustainable printable products, printing machinery, and ink solutions. Much of its products are poster paper with exceptional durability and flame resistance. This paper is widely used in the US for billboards, backlit and frontlit applications and Point of Purchase applications.

More information about ConVerd is available on [www.converd.com](http://www.converd.com)