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CONVERD'S ECO-FRIENDLY PRINTERS HELP GREEN THE INDUSTRY

East Longmeadow, MA – October 7, 2009 -- The printing industry has just turned greener thanks to conVerd, a company with an unwavering commitment to eco-friendly products. conVerd introduces a line of printers-- the **Green Machine P3** and the **Green Machine X3**-- that delivers excellent color and results, using a water-based ink. Mark Sawchak, conVerd's Textile Product Manager says this is a bold step forward for the industry:

"Because these machines run a water-based ink, there are no emissions of any solvents when you print from these printers. And there are no strong odors. At the same time, the unique chemistry of this ink makes it hold fast onto a variety of media. So it's convenient, and green."

The **Green Machine P3** is a state-of-the-art digital textile printer that effortlessly handles short run and long run projects, and thick and thin fabrics, says Tim McCraw, general manager of Yuhan Kimberly, the company that created the machine:

"It's a small power house printer that 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".

Design Legacy, a whole sale company, recently purchased the Green Machine P3 and is impressed by its' efficiency and reliability, says Stephanie Maloney:

"We went with the Green Machine P3 because we do a lot of custom projects and we wanted the convenience of producing these products in-house. Now, we can turn around these projects at a faster rate, and we don't have to pay out-of-house printing. Customers appreciate the quick response time, and they also appreciate that it's a greener product. The green guarantee is also helping us attract brand new customers."

Maloney says the Green Machine P3 is also reliable and easy to use:

"We recently printed a major project for Atlanta, and I just kept the printer running for eight hours a day for ten days. The printer was steady and handled the work beautifully."



The printer is also fast; it can process in one day projects that more traditional printing systems complete in one week, 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".

The Green Machine P3 also possesses an advanced inter-weaving technology, that eliminates banding and delivers color that is crisp, consistent, and long-lasting. Its fabric handling system makes it easy to print on thin fabrics such as silk chiffon or stretch fabrics, such as Lycra®.

The **Green Machine X3**, an exceptional quality inkjet printer, is fully compatible with cost-effective, sustainable media and offers a wide range of use including backlit and frontlit, point of purchase signs, banners, wallpaper, art reproductions and more. Mark Sawchak, conVerd's Textile Product Manager says the printer is a dependable, workhorse machine:

"You put a print job on, and it doesn't require any special handling procedures, in terms of numbers of cleaning cycles. The productivity of the machine is excellent, constant, and steadfast. That's because the engineering craftwork behind it is solid."

Sawchak also says when the print to eco-friendly media, like conVer'd Blox-Lite™, that combination creates a printing process that's "about as green as you can get". Companies that invest in these green technologies are not only doing the right thing, they're giving themselves a "green advantage" in the market.

The Green Machine X is compatible with a wide variety of sustainable media available in the market, including conVerd's **CityLight Plus!™, Blox-Lite™ and Green OP™**. It can also print on wallpaper, canvas, films and more.

ConVerd LLC is a recognized leader in creating green solutions for the printing industry with a product range including eco-sustainable print media, printing machinery and inks. With over a decade's worth of experience as a wide format supplier in the U.S.A. market, conVerd offers a diverse range of printers with an emphasis on environmentally sound practices and alternative resources.

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