

Press Release

October 2009

DUPLO ENCOURAGES 'PRINT2WEB' AT NORTHERN DIGITAL EVENT

Following the success of Duplo London Calling, Duplo International has announced its latest event; Duplo Digital North. The exhibition takes place at the company's Northern Showroom in Warrington, from the 24th to 26th November is aimed at organisations looking to maximise their investment in digital print technology with the very latest innovations in finishing equipment.

The event will be the UK launch for two new Duplo solutions. The new Digital System 3500 Bookletmaker, the DC-645IFS Integrated Folding System and e-tandem, Duplo's new remote e-service support system. Duplo will also be showcasing their new Ultra 205A UV Coater and market-leading DPB-500 Perfect Binder.

Alongside Duplo will be finishing partners Renz and Friedheim International.

"We are very excited about this show. Our London event in September was our best on record and far exceeded expectation. Printers it seems, are beginning to see a light at the end of the tunnel and think towards the future again." comments Peter Jolly, Marketing Manager at Duplo.

"A recession, by nature, tends to increase the rate of change and a lot of print companies have invested in digital to take their business forward. However, the investment in a digital press is only realised if you can ensure a quality finish to the product."

Jolly continues, "Our digital print finishing range, the widest available on the market today, is designed to compliment digital print workflow as opposed to

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creating the usual bottlenecks in the bindery. Take our DC-645 for example, it features barcode readers for variable data, image shift recognition software to accommodate any slight movement of print to ensure accurate cutting and inline creasing before folding to ensure there is no cracking.”

Renz will be showcasing their range of punching and binding machines from bench top through to semi automatic. Applications on show, using the latest Renz punching and binding machines, will include wire bound books, tent cards and calendars in both short and long run. Dermot Callaghan at Renz comments “partnering with Duplo allows us to showcase an end to end finishing workflow and demonstrate to the customer the processes involved in producing a finished document or calendar”.

Friedheim International will also be supporting the show and product specialists will be on hand to discuss the company’s complete range of finishing and packaging solutions for medium and higher volume requirements.

Promotion for the event has incorporated Quick Response Barcoding, which enables guests to use their mobile phones to link straight to the event bookings site via the barcode on the printed invitation mailer.

“The show is all about innovation and modern technologies, what better way to promote it than innovative marketing methods. We want to inspire printers and with our printed invitations linking directly to the web, it is more Print2Web than Web2Print!” concludes Jolly.

For more information about the show and to register visit www.duplodigital.com.

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About Duplo International

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Duplo International has provided innovative solutions to the office market for more than 30 years and today offers a comprehensive portfolio of office products and solutions through its extensive network of distributors and dealers and partners. Headquartered in the UK, Duplo International also has subsidiaries in France, Italy and Poland.

For further information please contact:

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