

**Press Release**

December 2009

**DUPLO ANNOUNCE IDEAL ONLINE**

**Duplo International have launched a new UK-specific online site for their range of IDEAL guillotines. The portfolio of German-built machines, generally aimed at smaller print companies and inplant print rooms, have been brought together for the first time on one dedicated website at [www.ideal-uk.co.uk](http://www.ideal-uk.co.uk).**

Duplo, the UK distributors for IDEAL products, have launched the new site on the back of some significant recent sales milestones. In November, Duplo achieved their 800th powered guillotine sale since they become UK distributors for IDEAL in 2006 and the commitment of a dedicated online resource highlights the continuing importance of the range to Duplo going forward.

"Since we took over the IDEAL distributorship back at Ipex 2006 we have achieved so much. It is a fantastic range of reliable, accurate and importantly safe products, that compliments our own range of finishing equipment perfectly." Comments Angela Osborne, UK Trade Manager.

"We felt that it was important that there is a dedicated website, designed for printers, to understand the history of the brand and the quality of manufacturing that comes as standard from their manufacturing plant in Balingen, Germany."

In November, Duplo also celebrated its 50th sale of the flagship 720mm hydraulic 7228-06LT guillotine. As well as guillotines, the website also presents the range of IDEAL desktop trimmers, folders and paper shredders.

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“Guillotines are a fundamental part of any professional print operation so it is crucial the client gets the right one. Whether they would like electronic or manual, secure light beam or a physical safety curtain, programmable or manual set up, we can match their requirements with an affordable solution. It was important that we produced an online platform that could enable the customer to quickly find the product most relevant to them” continues Osborne.

Duplo are also keen to highlight IDEAL as one of the world’s most respected guillotine manufacturers pointing to the quality-management-system that is core to their manufacturing process and is certified under DIN EN ISO 9001:2000 standards.

“Safety and reliability are top considerations with guillotines and of course all IDEAL guillotines comply with EN ISO 13849. Beyond this, technical support is a vital consideration and we needed a website that reflects the strength of IDEAL’s presence in the UK. We have a nationwide network of approved dealers who can carry out both sales and service functions so printers can buy without fear of being left in the lurch with no after sales support.” Adds Osborne.

Duplo and IDEAL have also announced again a joint alliance at Ipex 2010, with a wide range of guillotines on show on Duplo’s stand 20C676. Where they will be showcasing, amongst others, IDEAL’s newest addition - the 4250 guillotine with electronic clamping and blade drive.

Duplo’s new IDEAL dedicated website can be viewed at [www.ideal-uk.co.uk](http://www.ideal-uk.co.uk) .

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**About Duplo International**

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.

The company's comprehensive portfolio of office and finishing equipment includes the Duplo range of collators, booklet makers, binding machines and digital duplicators. In addition, in the UK, Duplo International holds the exclusive distribution rights for the 'IDEAL' range of guillotines and shredders, and the Eurofold range of suction/friction folders, knife folders, creasing and perforating machines as well as the Uchida range of paper drills.

**For further information please contact:**

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