



## PRESSRELEASE

### **Molanders Sign & Display/Durst extends reach in Lithuania, Latvia and Estonia with Antalis Baltic Partnership.**

London - June 2013, Molanders Sign & Display AB (MSD) has at Fespa 2013, signed a business partner agreement with Antalis Baltic to strengthen its market position in Lithuania, Latvia and Estonia. The agreement will see Antalis Baltics companies to promote Durst market leading UV-printer systems; Omega and Rho for the sign-and display market in Lithuania, Latvia and Estonia.

Molanders Sign & Display AB (MSD), is a Stockholm based subsidiary of Durst AG, responsible for marketing, sales, installation, education, support and service for Durst large format printers in Sweden, Norway, Finland and the Baltic countries. MSD is with more than 90 installed UV-inkjetprinters, marketleading supplier of high productivity and high quality large format UV inkjetprinters to the sign and image markets in the Nordic region. MSD also promote Kongsberg cutting tables.

Hans Molander, CEO Molanders Sign & Display AB, says:

“MSD and Durst are very pleased to announce this cooperation with Antalis Baltics, a well known and professional company in the Baltic printing market, a market that is in a positive progress where the needs of high quality sign & displays are growing for each month. Antalis Baltics represents a lot of local market- and product knowledge within mediasales and will now with this cooperation also complement their high quality print medias with Durst high quality printers; a perfect fit!, with a win-win-win situation for all involed parts!

Egidijus Ramanauskas, Visual Communication Development Director at Antalis Baltics:

”This agreement shows our great ambitions in Visual communication equipment sales and the trust by so famous and respected manufacturer as Durst in what we do. Antalis is known on the market as the distributor of high quality products and Durst partnership is a perfect fit for our strategy. Both parties will benefit- Durst by entering new markets and acquiring market knowledge, Antalis- by gaining more experience in equipment. Combination of media and equipment knowledge is a great asset as well which leads to higher profesionalism and is therefore another strong argument for this cooperation”.

Antalis market activities together with MSD staff will start in August, where Antalis customers and prospects will get presentations how Durst UV printers; Omega and Rho can be a strategic systems to create better profits in printing businesses.



Company visits, presentations and demonstrations will take place in cooperation with MSD staff.

For more information please contact:

Hans Molander, MSD +46-70 538 85 56 [hans@molandersMSD.se](mailto:hans@molandersMSD.se)

*Antalis contacts: >>>>>*

Appendix: Omega & Rho product family info & photos