

Press release

Label Expo 2009

Durst launches the Tau 150 Label Printing Press and the Rotoworx™ 330 Finishing System – Setting new standards for digital label production

Brixen, Italy – 23.09.2009 - Durst, a leading manufacturer of industrial strength digital printing equipment for the wide format graphics, photographic and ceramic tile markets announces the immediate availability of the new Tau 150 digital UV Inkjet Label Printing Press and the new Rotoworx™ 330 family of Finishing Systems.

Durst will present an end-to-end solution for the label printing industry at the upcoming LabelExpo 2009 (Hall 9, booth 9H75) where the full product range will be showcased. The end-to-end solution includes pre-press workflow software, a high speed liquid UV ink label press with variable data printing capability and a matching die-cutting and lamination unit, dedicated to the special requirements of short-run label production market.

Through significant improvements in productivity, reliability and cost of ownership, the new Tau 150 and Rotoworx™ 330 products push the profitable threshold run length for digital label production beyond present industry standard. A run length of 40.000 labels is now a realistic benchmark for cost-effective digital label printing.

The Tau 150 covers web widths from 10 cm (4”) to a maximum 16,5 cm (6,5”) and utilizes liquid ink technology. The system reaches an industry leading throughput speed of close to 50 m/min. (~160 ft./min.), resulting in substantially improved return on investment for the label printer.

Building on its multi-generation product offerings in the photographic market segment, Durst's Tau 150 delivers an apparent resolution in excess of 1000 dpi – utilizing state-of-the-art grayscale inkjet print head technology from Xaar. The result is vivid, near-photographic images, sharp texts clearly legible to font sizes as small as 3 point, smooth gradients (vignettes) and homogenous solid colors. The Tau 150 delivers repeatable image quality from the first to the last label and from run to run at the push of a button.

Durst's proprietary UV Inkjet Technology features CMYK ink colors - plus White as an additional configuration option. A broad range of standard substrates are supported without the need for expensive and time-consuming pre-treatment and post-treatment. Lamination is not required from an image durability point of view but is offered as an option in the Rotoworx™ 330.

Lower production costs are achieved thanks to affordable ink-only cost models – users pay for the ink they use – nothing more, nothing less. It is simple and easy – and in line with conventional industry practices. High performance Tau inks are available directly from Durst in 5 liter containers with an easy and secure ink refill system. The Tau inks have been specially formulated to provide the broad color gamut demanded by the quality conscious label industry.

Durst's Managing Director, Dr. Richard Piock, commented: “As with all Durst products, the “industrial strength” Tau 150 is a highly reliable press designed for continuous production. This is a very exciting development for Durst and for the label industry. We have gained significant customer confidence in other markets as a supplier of highly reliable and highly productive imaging systems with outstanding image quality. Our product positioning in the label-industry will mirror this track-record”.

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The Tau 150 is delivered with industry-leading pre-press software powered by EskoArtwork, with built-in RIP, substrate calibration and color management. The optional Variable Data Printing (VDP) module offers full label-to-label variability.

Completing the end-to-end solution, the Rotoworx™ 330, an economic, stand-alone, modular semi-rotary die-cutting and lamination system will also be launched.

The Rotoworx™ 330 range is designed to make short-run label conversion and finishing more profitable. It is complete with product unwind, semi-rotary die-cut, lamination, matrix rewind and two product rewind modules. It has a web-width of 33cm (13") and is available in a standard version – the 330 with a speed of up to 25m/min. (~80 ft./min.) and a high-speed version – the 330HS with a speed of up to 50m/min (~160 ft./min.). The system features a field-proven web transport based on Durst's patented ISO tensioning technology with high registration accuracy of +/- 180 microns and a min/max repeat size of 20.3cm (8") and 40.6cm (16").

"The new product offerings from Durst mark our entry into this industry", Dr. Piock said. "However, Durst is a 70 year old family owned company and throughout our history we have shown a strong and continued commitment to our customers. This is only the beginning of what we have in-store for the label industry."

About Durst Phototechnik AG

Durst Phototechnik AG is a leading manufacturer of professional digital imaging systems for graphic, pre-press, signage, commercial / retail display, packaging, industrial, and photographic applications. Headquartered in Brixen, Italy, the company operates manufacturing facilities in Brixen and Lienz, Austria; has major offices in the U.S., France, United Kingdom, Germany, Canada and Mexico; and partners with exclusive agents in 120 countries. Durst's solid reputation for quality, precision, innovation and reliability spans more than 70 years. For more information please visit www.durst-online.com

About Durst Canada Inc.

Durst Canada Inc. is a developer and manufacturer of finishing products for the narrow-web printing industry including rotary and semi-rotary die-cutting, varnishing/coating and lamination. The Rotoworx™ family of products is built around Durst's patented ISO-tensioning technology and offers industry-leading registration accuracy and flexibility. For further information please visit www.durstcanada.com

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