



Pressrelease 2014

Durst Rho 512R super wide roll to roll UV inkjet printer wins EDP award at FESPA Digital 2014 in Munich

At FESPA Digital 2014 Exhibition in Munich, 20th – 23rd May, the Rho 512R was announced the winner of the award for the: "Best super wide format roll to roll printer 3 metres +: Durst Rho 512R".

Innovation is the main criterion for selecting "Best Products of the Year" for the winners of the prestigious EDP Awards now in its 8th year. With more than 120 entries, suppliers to the digital industry in Europe all had submitted their latest developments. The products are judged on the value of the new technical abilities they offer. This can be innovation in the technology that improves speed, quality, usability and functionality or reduces environmental impact as well as cost to the user. "The amazing number of altogether 60 nominated products by the Technical Committee of EDP shows the innovation power in our digital industry," said Rudolf Messer, EDP president, in his welcome address.

Winner - Durst Rho 512R

What the committee said: "We know Durst for the robust design of their printers. With the Durst Rho 512R they made impressive steps when it comes to quality and speed. It's a real workhorse and it brings XXL printing in a new area. The Rho512R features Durst's Quadro Array 12M printheads with Variodrop technology. The 12 picolitre drop size enables excellent image quality with up to 900 dpi, whilst the Variodrop technology is responsible for the printer's high productivity."

The European Digital Press Association's has 20 member magazines covering 23 countries in Europe and represents over 1 million readers. The selection process is in two parts. Firstly the Technical Committee of the European Digital Press Association evaluates the competing products. Secondly, the General Assembly finally considers the Committee's recommendations and has the last word in giving any Award, which comprises all EDP editors on behalf of the total readership.

The judging Process

As soon as a product is submitted for the EDP Awards contest the evaluation process starts and the members of the Technical Committee investigate the product's features and qualities by consulting external experts as well. At the end of the submission period the Technical Committee nominates the best ones in a category for the final judging round. In a special EDP General Assembly (this year in Brussels) representatives of all the member magazines discuss the quality again. Also taking into account aspects such as



value to the user, support and service and other arguments, they finally decide which product is worth being awarded an EDP Trophy. 28 were awarded this year.

For more information contact:

Hans Molander, +46 (8) 680 1581, hans@molandersMSD.se
Bengt Bjälmén, +46 76 890 1260, bengt@molandersMSD.se
Molanders Sign & Display
Agavägen 52
S-181 55 LIDINGÖ
www.molandersMSD.se