

## Pressrelease 2009

### New Durst Rho 500R UV inkjet printer wins DPIA's "Product of the Year"

#### "The best grand-format roll imager"

For the second year running, a production roll to roll Durst Rho UV inkjet printer has received one of the most coveted awards that the imaging industry has to offer. The Rho 500R superwide UV inkjet printer, which made its North American debut at last week's SGIA trade show in New Orleans, was chosen as the Digital Printing & Imaging Association's "Product of the Year" in the grand-format roll to roll UV inkjet printer category.

Last year the DPIA's "Product of the Year" award was presented to Durst for its Rho 320R UV inkjet roll to roll printer during the SGIA trade show in Atlanta. On both occasions Christopher Howard, Senior Vice President of Sales & Marketing for Durst U.S., was on hand to receive the awards during brief ceremonies at SGIA.

"All of us at Durst are extremely pleased by the recognition that these honours convey," Howard said. "Durst's tradition of excellence, in technology and in meeting the operational requirements of our customers, is clearly demonstrated by the fact that our products are judged to be world class year after year. It's very gratifying to see the industry taking notice, and we want to thank SGIA and all the imaging experts who took part in the evaluation."

Based on a rigorous evaluation process of printer output overseen by a respected independent quality testing organisation, and judged on the SGIA show floor by a team of digital imaging experts commissioned by DPIA, the Rho 500R was judged best in the grand-format UV curable class against all of its major competitors. Entrants were required to submit a test print produced on the nominated printer. The image, designed by SGIA, was created specifically to challenge the capabilities of the output device, according to SGIA.

"The Product of the Year award winners highlight the best technologies, consumables and software from the digital imaging community," said Jeff Burton, SGIA's Digital Printing Analyst.

The Rho 500R offers an unrivalled combination of productivity and quality of print. This is made possible by the latest generation of Durst's own Quadro® 30D Array printhead technology, which doubles the number of nozzles per colour to 2,048 – the highest in its class. It prints six colours at 600 dpi resolution on the widest variety of roll media at speeds up to 400m<sup>2</sup> without compromising quality. As well as printing display media such as vinyl banners and mesh for facade cladding up to a width of 5m, it will also print three 1.6m rolls together, for example, of textile for banners or self-adhesive polyester film for backlit application. The built-in sensors and the specially designed media transport system allow for problem-free unattended printing. Furthermore, the extremely low production costs and low ink consumption, thanks to its intelligent dither technology, make the Rho 500R one of the most economical printers ever.

The Specialty Graphic Imaging Association is the one organisation whose sole purpose is to provide graphic imaging professionals with the technical know-how, expert advice and knowledge they need to operate more profitable businesses. For more information about SGIA and the SGIA Convention & Exposition, visit [www.sgia.org](http://www.sgia.org).



**För mer info om Durst Rho 500R kontakta Molanders Sign&Display "a company in the Durst Group" :**

Tel : +46 (0)8-680 15 80 eller e-mail: [hans@molandersMSD.se](mailto:hans@molandersMSD.se)  
Molanders Sign&Display AB, Dalénum 18 , SE-181 70 LIDINGÖ  
[www.molandersMSD.se](http://www.molandersMSD.se)