

## Pressrelease 2015

### Rhotex HS presented with prestigious EDP Award at the FESPA 2015



### Durst Water Technology was a trade fair highlight and Rhotex HS "Best Wide Format Textile Printer High Production"

**Brixen, Italy – 09. June 2015** – Durst, the industrial inkjet specialist can look back on a very successful FESPA 2015 (May 18-22). Durst was one of the highlights at the Large-Format Trade Fair in Cologne, with its presentation of the 'Durst Water Technology'- a long-term strategy to develop aqueous inks as an alternative to UV- and solvent-based printer systems. A new machine category, the Rho WT 250 was developed especially to print with Functional Aqueous Inks on a large variety of rigid and flexible media, creating eco-friendly and odorless results in a litho-like quality. With its Durst Water Technology, Durst has already conducted pioneering work for the soft signage sector and has promoted 'green' solutions at the point-of-sale with the Rhotex Textile Printer Systems and the application of textiles as an advertising- and informational media. The Rhotex HS is also the fastest soft signage printer on the market. With a production speed of 900 sqm per hour and a maximum print width of 330 cm, the Rhotex HS prints with aqueous, non-toxic and odorless dispersion inks on coated and uncoated polyester fabrics. For its innovative drive, Durst received an award in the category

'Best Wide Format Textile Printer High Production', from the European Digital Press Association (EDP).



'We are very proud of the award for the Rhotex HS, and regard it as a confirmation of our Durst Water Technology strategy', says Christoph Gamper, CEO Durst Phototechnik AG. 'We are recognized as the technology leaders in large format printing, but the response at the FESPA was nonetheless overwhelming. Although the market launch of the Rho WT 250 is scheduled for late 2015, we already have double-digit advance orders. Our extensive textile portfolio with direct- and transfer printer systems, is seen by many as a chance to enter the soft signage growth market, while our UV printer systems are state-of-the-art, as the sales at the FESPA illustrate. We are proud and very pleased, that the market appreciates our continuous development of the inkjet-technology, its applications, the print quality and the environmental compatibility.'

For further information about the Durst Water Technology and the trade fair appearance at the FESPA 2015, please visit: [www.durst.it/fespa2015](http://www.durst.it/fespa2015).

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