



#### COLORDYNE MEDIA CONTACT

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#### FOR IMMEDIATE RELEASE

### AMERICAN LABEL TECHNOLOGIES EXPANDS ITS CAPABILITIES WITH COLORDYNE 2600 SERIES MINI PRESS

**BROOKFIELD, WI – April 11, 2017** – American Label Technologies (ALT) installed its first digital press, the Colordyne 2600 Series Mini Press, offering short-run capabilities to its customers. This technology gives ALT an edge over its competition with the ability to be a total solutions provider of label and tag products.

American Label Technologies located in Garner, North Carolina, serves the label, tag and RFID markets. Its digital offerings currently support short-run food and beverage customers, limited-run labels and new business' product labeling. The versatility of digital print allows ALT to provide high-quality labels to short-run customers without the time and money required for flexographic printing.



“We have never had a problem making our customers happy with digital print on the Mini Press,” said Darrin Schmitt, President and Owner, ALT. “Plus, by bringing digital in-house we have the capabilities to develop new products, like a tag that combines high quality digital print with RFID technology.”

Due to consumer demand, ALT will continue growing its digital portfolio with hybrid RFID tags for the clothing industry. This will reduce the number of hang tags on a garment to one, and enhance the overall appearance of the RFID tag with full color digital. The benefit of using digital for this type of tag printing is the ability to accommodate the short runs produced by multiple sizes, especially for very short-run sizes like women’s XXS.

“Having digital, flexo and RFID technology in-house allows us to provide the right solutions for each customer, and when their needs change we have the capabilities to meet them,” said Schmitt. “The Mini Press allows us to deliver short-run services to our customers, and along with our knowledge and years of experience, lets us be a total solutions provider.”



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The Colordyne 2600 Series Mini Press provides full color digital printing for labels, tags, tickets and documents. This affordable solution provides converters with the capabilities of a larger press – 1600 x 1600 dpi, 60 feet per minute, variable data – on a compact and easy to use printing system. Adding digital print with the 2600 Series Mini Press allows converters to take advantage of new and emerging market demands quickly and efficiently.



“We designed the Mini Press to be a versatile machine, allowing users to meet the wide range of requests their customers have,” said Taylor Buckthorpe, Director of Sales and Marketing, Colordyne Technologies. “ALT demonstrates the comprehensive abilities the Mini Press offers to our customers, helping them meet new and growing market demands.”

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### **About Colordyne Technologies**

Headquartered in Brookfield, WI, Colordyne Technologies is a leading manufacturer of efficient, high resolution digital print solutions powered by Memjet technologies. Since 2011, Colordyne has been committed to providing label and tag color on-demand inkjet printers for a wide range of applications and industries at breakthrough speeds and cost effectiveness. Colordyne’s wide range of digital color platforms—from benchtop industrial color printers to complete, in-line finishing production presses—demonstrate Colordyne’s specialization in scalability of the industry’s most versatile products. Visit [www.colordynetech.com](http://www.colordynetech.com) for additional information.



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