



COLORDYNE MEDIA CONTACT

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FOR IMMEDIATE RELEASE

MPS SYSTEMS AND COLORDYNE TECHNOLOGIES START STRATEGIC PARTNERSHIP

BROOKFIELD, Wisc. (September 17, 2019) – MPS Systems and Colordyne Technologies are establishing a strategic partnership to bring new hybrid printing solutions to the market. The first developments of this partnership will be shown at Labelexpo Europe 2019 in Brussels, Belgium.

Both companies see an opportunity to work together on hybrid printing solutions that combine UV LED or water-based flexo technology with digital aqueous pigment inkjet technology. The new developments incorporate Colordyne's digital print engine using Memjet's DuraLink printhead technology integrated into the MPS EXL-Packaging product line. With the modular design of the EXL-Packaging product line any unique combination of flexo and inkjet technology, plus additional machine functions and technologies can be configured to meet the needs of the individual customer.



Picture: Result of the new MPS-Colordyne partnership will be an MPS EXL-Packaging press with an integrated Colordyne digital print engine

“After the successful experience of offering hybrid solutions for the narrow web market we strongly believe that hybrid technology will also be part of the future for the mid web packaging market,” said Atze Bosma, CEO of MPS Systems. “As we are very focused on the total process, we believe in the combination of aqueous inkjet technology and flexo for the flexible packaging market. Working with Colordyne on the new aqueous pigment inkjet technology provides an additional way for us to deliver the best solutions to our customers.”

“Both of our companies see an opportunity to expand beyond the narrow web label and tag market,” said Andy Matter, President of Colordyne Technologies. “Working with MPS allows us to deliver complete hybrid solutions featuring wider web widths and the capabilities to expand into packaging applications beyond pressure sensitive labels. We look forward to providing customers in new markets the solutions they need to enhance their production capabilities at an affordable price-point.”

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MPS Systems will be located at stand 11C20 during Labelexpo Europe 2019. The show will take place from September 24 to 27 at the Brussels Expo Center in Brussels, Belgium. To schedule a meeting with MPS Systems and Colordyne Technologies at the show e-mail Bert van den Brink, MPS Co-Founder: b.vdbrink@mps4u.com.

About MPS Systems

Headquartered in Arnhem in the Netherlands, at MPS we design and build printing presses for the label and flexible packaging industry. During the design of the machine we ask ourselves: What does it take for printing presses to really deliver in quality and productivity? It's the people behind the controls. That is why MPS puts the operator first. Visit www.mps4u.com for additional information.

MPS. Operator Focused, Results Driven.

About Colordyne Technologies

Headquartered in Brookfield, WI, USA, Colordyne Technologies is a leading manufacturer of efficient, high resolution digital print solutions. Colordyne is committed to providing on-demand label and tag color 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 – demonstrates Colordyne's specialization in scalability of the industry's most versatile products. Visit www.colordynetech.com for additional information.

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