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**FOR IMMEDIATE RELEASE**

**COLORDYNE TECHNOLOGIES LAUNCHES 2800 SERIES AP – RETROFIT FOR LABEL AND TAG PRODUCTION**

*The entry-level digital enhancement allows users to quickly and affordably add aqueous pigment inkjet print capabilities to a wider range of equipment.*

**BROOKFIELD, Wis. (April 15, 2020)** – Colordyne Technologies, a leading manufacturer of full color digital inkjet printers, presses and engines, launches the 2800 Series AP – Retrofit, an entry-level digital print enhancement. The new retrofit offers lower equipment costs, wider width and higher print quality for use with analog presses, web handling or finishing equipment and production lines running under 150 feet (45 meters) per minute.



The 2800 Series AP – Retrofit is a compact, single-pass inkjet engine that allows existing analog equipment to incorporate the benefits of full color digital printing while maintaining its original functionality. Benefits include faster turnaround times, on-demand production and affordable short run printing. The 2800 Series AP – Retrofit, powered by Memjet’s DuraFlex technology, uses aqueous pigment inkjet for added print durability and is uniquely designed for quick, low-cost integration.

“The development of the 2800 Series AP – Retrofit was driven by printers looking to optimize existing finishing and web handling equipment with a cost-effective and compact solution,” said John Urban, Director of Engineering at Colordyne Technologies. “We also anticipated the need for a retrofit that could be easily integrated into production lines or print and apply solutions. With in-line full color inkjet printing, brands can produce unique product labels on-demand and integrate variable data capabilities.”

The 2800 Series AP – Retrofit provides faster entry-level speeds and high-quality output through two times the nozzle redundancy at 1600 by 1600 dpi resolution. Setting this system apart from other light production printers and presses is its wider print width of 12.75 inches (324 millimeters) from a single A3+ printhead. Using aqueous pigment inkjet inks, the 2800 Series AP – Retrofit delivers greater water fastness, light fastness and rub resistance while maintaining the qualities of water-based inkjet, like food and beverage safety.

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[www.colordynetech.com](http://www.colordynetech.com)



“Our 2800 Series AP – Retrofit uses the latest thermal inkjet technology on the market, which allows us to deliver a unique product to our customers,” said Urban. “By developing an entry-level retrofit using aqueous pigment inkjet, we’ve created greater scalability in our label and tag product portfolio. When users decide they need faster speeds to meet higher volume production demands, they can move into our 3600 Series AP – Retrofit without changing the quality of their output.”

### **About Colordyne Technologies**

Headquartered in Brookfield, WI, 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](http://www.colordynetech.com) for additional information.

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