



COLORDYNE MEDIA CONTACTS

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FOR IMMEDIATE RELEASE

**COLORDYNE TECHNOLOGIES JOINS VIVID DATA GROUP AT PROMAT 2017
SHOWCASING FULL COLOR DIGITAL PRINTING AND LABELING**

BROOKFIELD, WI – March 21, 2017 – Vivid Data Group and Colordyne Technologies are partnering for ProMat 2017 to emphasize full color digital printing and packaging in the supply chain process. Located in the ProMat 2017 Information Technology Solution Center, attendees can find both companies at the Vivid Data Group booth, #S2874.

Vivid Data Group is a leading provider of end-to-end solutions using Colordyne digital color printers. Vivid serves the retail and brand, supply chain and label converting markets. It offers solutions throughout Colordyne’s full suite of products including the 1600 Series C, 2600 Series Mini Press and 3600 Series In-Line Finishing solutions.

The Colordyne 1600 Series C roll-to-roll benchtop solution will be on display along with other single-color barcode and label printers distributed by Vivid Data. The 1600 Series C prints full color digital labels and tags at up to 60 feet per minute and 1600 x 1600 dpi. Colordyne’s affordable digital solutions are ideal for on-demand full color warehouse and logistics labeling that enhance supply chain processes.

Adding digital color to warehouse and logistics labels with the Colordyne 1600 Series C allows manufacturers to reduce costs, avoid delays and simplify identification. With the ability to print on-demand the 1600 Series C enables manufacturers to print only what is needed, when it is needed – eliminating wasted and obsolete inventory due to label design or industry requirement changes. Material handling and logistics are streamlined by the ability to color code operations and print high resolution images on the packaging.



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“The goal of co-exhibiting is to highlight the benefits of adding digital color printing to the warehouse, supply chain and distribution processes,” said Franz Lorio, Vivid Data Group. “We want to help companies realize that color coding their packaging, and even adding high resolution photos to their labels, will save them valuable time and money.”

“We are excited about the opportunity to partner with Vivid Data at ProMat 2017,” said Taylor Buckthorpe, Director of Market Development, Colordyne Technologies. “Colordyne printers allow companies to do more with their secondary packaging and make it an asset to their material handling and logistic processes.”

ProMat 2017 is North America’s largest expo for manufacturing, supply chain, distribution and logistics professionals. From April 3-6, 2017 at Chicago’s McCormick Place, attendees can experience cutting-edge material handling and logistics equipment and technologies.

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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 for additional information.



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