

The 1st worldwide installation of 8-color Durst Tau 150 8C UV Inkjet Digital Label Press is at Commerce Label & Tape, Inc. in Montréal, QC / Canada.

Rochester, NY – 11.25.2011 – Durst has installed the first Tau 150-8C UV Inkjet Label Press with eight colors anywhere in the world at Commerce, in Montréal, (Québec) Canada.

The company evaluated a number of digital label systems before deciding on the "Durst Digital Label Factory", the Tau 150-8C and Rotoworx 330 converting and finishing system. "The Durst brand is well known in the wide format printing market, and their reputation for quality engineering and service was important in our decision to buy Durst" explains Jean Brazeau, founder and President of Commerce. With over 50 years' experience in the Québec flexographic market, Commerce has seen an increased demand for short runs, faster turnaround times; and jobs with added value. "The investment in digital means we can offer our customers a highquality product without sacrificing turnaround times or service" he continued.

Not only did Mr. Brazeau choose the Tau 150-8C and Rotoworx 330 converting and finishing system, both manufactured by Durst, but he opted for the full 8-color-capable press model. "We wanted to respond to new label market needs, but also to offer something unique" continued Mr. Brazeau. Commerce is now the first label printer worldwide to offer in-line, one pass digital UV ink jet printing with CMYK as well as opaque White, Orange & Violet, and spot Varnish.

The expanded color gamut means Commerce can print all of their customer jobs with great color accuracy. "White works great with clear film or metallic substrates. With Orange and Violet, we can hit over 90% of Pantone colors within $\Delta 3$ " says Production Manager Isabelle Brazeau. "No one else using only CMYK can equal that, and our customers see it in the results".

Victor Gomez (VP, Label Printing Segment for Durst in North and South America) commented: "We are thrilled to have Commerce as our partner. We recognize the strength of their commitment to this technology, and will work alongside Mr. Brazeau and his team to make the investment a success. 2012 will be a very exciting time for both companies."

Spot varnish is available both on Commerce's digital label press and the Durst finishing unit. Matte to high gloss effects can be applied in the same label, using a single liquid, in one pass. A valuable and cost-effective way to enhance the look of a product, "a job can be pre-printed on any of our flexo presses, and the spot varnish applied to the roll in the Rotoworx in-line at the same time as it is die-cut and finished" says Ms. Brazeau. "We can use whatever combination works best for the customer from the point of view of quality or cost-efficiency".

About Durst

Founded in 1936, Durst is a force in imaging technology innovation, a leading manufacturer of high-performance digital imaging systems for markets such as large format graphic, signage; screen printing; ceramic and wood décor; corrugated packaging; professional photographic; labels and narrow-web. Durst Image Technology US, LLC and Durst Canada, Inc. are divisions of Durst Phototechnik, AG in Brixen, Italy. Durst manufacturing facilities are located in Brixen (South Tyrol / Italy), Lienz (East Tyrol / Austria) and Dorval (Montréal, Canada).

Durst's label production products include the Tau150-8C high-speed digital UV inkjet label press with CMYK, high opacity white, orange, violet and varnish; and the Rotoworx®330, a converting & finishing system with semi-rotary die-cutting, digital spot varnish and monochrome printing of variable data over a 13" web.

About Commerce Label & Tape

Founded in 1960, Commerce Label & Tape Inc. (a.k.a. Étiquette et Ruban Adhésif Commerce, Inc., a division of Gemscreen Printing) in Anjou, Québec / Canada, is a leader in the production of pressure sensitive labels and other promotional products in Eastern Canada. Commerce serves customers with efficiency and dynamism in markets such as pharmaceutical, government agencies, oil, food, natural products and electronic equipment. Products include labels in rolls or in sheets, laminated labels, die-cut, consecutively numbered and barcode labels. Through Gemscreen Printing, Inc., it also offers outdoor durable labels and signs on paper, board, vinyl and other materials.

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