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The PRINTING United Digital Experience Kicks Off on October 26 Highlighting the Latest in Graphics and Wide-format Technology

Agfa, Canon, Durst, Epson, FUJIFILM, HP, and Roland DGA showcase game-changing solutions on the first day of the 3-week event

Fairfax, Va. — The PRINTING United Digital Experience, taking place online October 26-November 12, is readying the stage for a multitude of new technology to be shown, many for the first time in a global setting. Beginning October 26 with a focus on graphics and wide-format technology, industry leaders are showcasing the latest solutions in this space. Register today to see the technology in action at: digital.printingunited.com. Registration is free and a single sign-up allows for complete access to the entire schedule of daily events.

Day One: Spotlight on Graphics and Wide-Format Technology

The first day of the PRINTING United Digital Experience includes a line-up of graphics and wide-format technology not to be missed, including video demonstrations of these newest solutions. Video demonstrations that attendees can expect to see on October 26 during the event include, but are not limited to:

HP

HP, the official Graphics and Wide-format Insight Day sponsor for day one of the PRINTING United Digital Experience, is displaying its Latex printer portfolio, the company's popular technology for signage, décor, vehicle wraps, and natural fiber textiles. During this demonstration, product experts will offer attendees insight on how customers can differentiate

themselves with the HP Latex products and some of the opportunities these products bring to the table for growth.

“HP is proud to be the sponsor of the first day of one of the largest and most comprehensive virtual printing events ever attempted,” says Tom Wittenberg, HP Large Format Industry Relations and Events, NA. “The PRINTING United Digital Experience is filling a need in the marketplace for companies like ours to showcase the very latest in technology advancements to help our customers’ profits and growth. We are excited for the event launch in just a few short weeks.”

Agfa

Agfa is introducing a series of products to be shown for the first time in North America on multiple days throughout the PRINTING United Digital Experience. On October 26, Agfa launches two new inkjet printers, the Oberon RTR3300, a 3.3m high speed UVLED roll to roll printer, the new Jeti Tauro H3300 S LED hybrid device, and additional enhancements to the Jeti line. Attendees will learn how Agfa’s ‘Thin Ink’ Technology can help improve the total cost of ownership, how to create stopping power by adding special effects and enhancements to prints, and hear how the Jeti Tauro has met the need for enhanced productivity and quality.

“Agfa is thrilled to continue its streak of highlighting its award-winning technology – most recently from PRINTING United Alliance via its Product of the Year Awards,” says Deborah Hutcheson, Director of Marketing, Agfa North America. “Though we cannot be together in person this year, we are eager to show the world what we’ve worked so hard to bring to the marketplace these last few months at the PRINTING United Digital Experience.”

Canon

Canon Solutions America is hosting a tour of its U.S. Customer Experience Center, located just outside of Chicago, to provide a look inside Canon’s Large Format Graphics Solutions offerings. Attendees can view the award-winning Arizona Digital Flatbed printer series — and specifically the new Arizona 2300; the Colorado 64” roll-roll graphics printer with industrial design for higher print volumes; PRINTING United Alliance award-winning DGI series of dye-sublimation printers for soft signage and apparel applications; finishing solutions from digital flatbed cutters to X/Y cutters; and Canon’s new in-line Colorado Wall Covering print and finish factory.

“Canon Solutions America is excited to be participating in and sponsoring this year’s PRINTING United Digital Experience and Insight Days events,” says Sal Sheikh, VP Marketing, Large Format Solutions, Canon Solutions America. “We encourage registered participants to take advantage of the many educational sessions being offered. We also hope you enjoy the tour of our Customer Experience Center showcasing our many Large Format Graphics Solutions offerings.”

Durst

Durst is showing the Rho 2500 and PS 350 on day one of the Digital Experience. The Durst Rho 2500 was selected as an award-winner in the PRINTING United Alliance Product of Year Competition in the UV/Latex Hybrid (more than \$500K) category.

“The PRINTING United Alliance Product of the Year competition has always been about recognizing significant innovative technology, much like the PRINTING United expo itself. Our

entire organization is very pleased to receive this validation from the industry professionals,” says Tim Saur, President, Durst North America. “We take great pride in being selected as a winner in the distinguished competition and look forward to showing this technology to the world during the PRINTING United Digital Experience.”

Epson

Epson is exhibiting solutions throughout the PRINTING United Digital Experience at four Insight Days – October 26, October 30, November 9, and November 12 — showing its latest wide-format printing technology. Being shown for the first time on October 26, Matt McCausland, product manager at Epson, will feature Epson’s newest signage solutions for achieving amazing image quality, reliable color consistency and print performance.

“PRINTING United is an important event for us - one where we can showcase new, innovative products for the entirety of the market,” said Matt McCausland, product manager, Professional Imaging, Epson America Inc. “With the show going virtual this year, we are excited to be able to participate and leverage this critical industry event to introduce our newest products, while being safe and mindful of the world we currently live in.”

FUJIFILM

FUJIFILM is showcasing its Acuity Ultra roll-to-roll superwide printer and Inca OnsetX Series flatbed printer during the PRINTING United Digital Experience. The Acuity Ultra achieves new levels of quality and speed in superwide roll-to roll printing and is available in 3.2 meter and 5 meter models making it possible to profitably create trade show graphics, POP displays, high-value graphic art, backlit displays, outdoor displays, outdoor signage, high-end indoor graphics, and more. The Inca OnsetX3 HS is the latest addition to the Inca Onset range of full-bed array wide-format UV flatbed inkjet printers.

"Fujifilm is very much looking forward to participating in the PRINTING United Digital Experience," says Gregory Pas, Marketing Director, North America, FUJIFILM. "The Insight Days' 14-day structure that focuses on different market segments is a great way for attendees to absorb content in their specific areas of interest without being overwhelmed and we hope they understand the solutions Fujifilm can provide them in each."

Roland DGA

Roland DGA is featuring its advanced IU-1000F High-Volume UV flatbed printer on day one of the PRINTING United Digital Experience. In this product presentation, attendees will learn about key considerations when looking for a flatbed printer to add to their business operations, discover the potential ROI in using the solution, and hear a first-hand account from an IU-1000F user. Attendees will also have the opportunity to request a free IU-1000F print sample in the event sample box following the demonstration.

“We are excited about being part of this important virtual event,” says Roland DGA President and CEO Andrew Oransky. “The PRINTING United Digital Experience will bring the show to print professionals, offering attendees a safe and convenient way to learn about new and innovative technologies and see them in action. We look forward to showcasing the IU-1000F and demonstrating how this cutting-edge machine, and other Roland DG devices, are built to build your business.”

To sign up for this, and other PRINTING United Digital Experience Insight Days, register at: digital.printingunited.com for complete access to the 3-week event.

Become a PRINTING United Sponsor

To participate in the PRINTING United Digital Experience as a 2020 sponsor, email sponsorship@printing.org, or visit https://pru20.exh.mapyourshow.com/6_0/login.cfm. Sponsorship for PRINTING United 2021, being held October 6-8, 2021 at the Orange County Convention Center in Orlando, is available through Jack Noonan, VP of Business Development, PRINTING United Alliance: jnoonan@printing.org.

About PRINTING United Alliance

PRINTING United Alliance is the new entity borne of the merger between Specialty Graphic Imaging Association (SGIA) and Printing Industries of America (PIA). In a milestone in the printing industry, SGIA and PIA officially combined in 2020 to create the largest, most comprehensive member-based printing and graphic arts association in the United States.

Members now have unparalleled access to preeminent education, training, workshops, events, research, government and legislative representation, safety and environmental sustainability guidance, as well as resources from the leading media company in the industry – NAPCO Media.

PRINTING United Alliance produces the PRINTING United Expo, the most influential days in printing. The expansive display of technology and supplies, education, programming, and services are showcased to the industry at large, and represents all market segments in one easily accessed place. In 2020, PRINTING United introduced the PRINTING United Digital Experience. For more information, visit PRINTINGUnited.com.

