

PRESS RELEASE

For immediate publication

Zeikon targets Chinese labeling and packaging market with United Printing distribution agreement

Lier, Belgium, January 2010 – Zeikon, a division of Punch Graphix, has strengthened its China operation by partnering with one of the region's leading distributors, United Printing Equipment Corp. Under the terms of the distribution agreement, United Printing will support Zeikon in the labels and packaging printing market, providing sales and service support for the Zeikon 3000 and Zeikon 3300 digital presses, as well as the company's finishing, workflow and substrate solutions for labels market.

Filip Weymans, Business Development Manager Labels & Packaging at Punch Graphix, comments: "At drupa 2008, we made a clear commitment to the labeling market with the introduction of the award-winning Zeikon 3000 and 3300 digital presses. The appointment of a distributor dedicated to the labeling sector underlines this commitment. It will ensure Chinese printers have access to leading digital labels and packaging printing technology and receive outstanding customer support."

Shanghai-based United Printing Equipments (www.flexochina.com) is one of the most successful suppliers of flexo printing equipment in China, with more than 10 years of experience. The excellent service that United Printing offers their customers in the greater China region, is one of the main reasons Zeikon decided to partner up with the company. "United Printing has a large team of dedicated print professionals across China, which instantly gives us a huge reach across this key territory," explains Hans Gerinckx, Sales Director APAC, AME and SA at Punch Graphix. "United Printing shares our ethos of directly addressing customers' business needs, and introducing them to technologies that help them work more efficiently and profitably."

Benny Shaw, President of United Printing, comments on the partnership: "With the quality of digital printing technology advancing rapidly, more and more Chinese printers are looking at incorporating digital solutions into their infrastructures. The Zeikon digital presses are ideal for our region. They are very easy to use and integrate with their existing set-ups, which means that traditional printers will immediately enjoy the many commercial benefits they deliver and see a fast return on their investment."

The distribution agreement was signed during Labelexpo China, held from December 1 till 4, where the companies jointly presented the Zeikon solutions for the label market.

About Xeikon

A pioneer in digital printing, Xeikon designs, develops and delivers high-end digital colour printing systems for the global commercial, document printing and industrial market segments. These systems are composed of advanced web-fed printing engines using LED-array-based, dry toner electrophotography, open workflow software, exclusive toner and other consumables. Xeikon's production and R&D operations are based in Belgium and its solutions are distributed and supported through a worldwide sales and service network. Xeikon is a division of Punch Graphix. For more information, visit www.xeikon.com

About Punch Graphix

Punch Graphix provides innovative, competitive and environmentally friendly imaging and printing solutions for the global graphics industry. Under the Xeikon brand name, Punch Graphix designs, develops and delivers high-end digital colour printing systems, software and consumables for the commercial, document printing and industrial markets. Under the basysPrint brand, Punch Graphix designs, develops and delivers mid to high-end imaging systems for the offset prepress commercial markets. With a clear-minded focus on R&D, Punch Graphix is dedicated to customer satisfaction and aims to deliver cost-effective graphic excellence that goes beyond all expectations. For more information, visit www.punchgraphix.com

More information

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