



Durst Image
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**A.J. Bart Joins Durst Family
With its Acquisition of the First
Rho 1312 Printer in N. America**

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FOR IMMEDIATE RELEASE

Commercial Printer with Dallas, New York Offices Purchased Rho 1312 at SGIA '14

DALLAS, February 5, 2015 – A.J. Bart, the major commercial printer known for keeping pace with the latest imaging technology to stay at the forefront of the industry, has acquired its first printer from Durst – a 98-inch Rho 1312 UV inkjet digital printer, the most productive 12-picoliter, hybrid UV digital printer in its class. A.J. Bart's new printer is also the first Rho 1312 installed in North America.

The company, which began as a small New York typesetter in 1956, today provides offset, screen printing, and large-format digital imaging services to a wide range of clients, including a growing number of Fortune 500 companies. A.J. Bart currently employs more than 200 people at locations in Dallas and New York City, and is poised to open a brand new, 260,000-square-foot facility.

Founder Alvin J. Bart said the new Rho 1312 already is contributing to the company's growth while it reinforces its reputation for offering clients the most advanced, innovative solutions. The company did its homework before deciding on the versatile Durst printer and has been pleased with its choice, he added.

"I conducted a lot of research and spoke to people across the industry, and the one thing I heard again and again was: 'Durst is the best,'" Bart said. "And when I examined the Rho 1312



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at SGIA Expo last fall, I could tell it was the most sensible choice for our needs. Comparing it to other printers is difficult. It's not only an amazing device, it's also one of the most cost-effective I've seen."

Asked whether he would recommend the Rho 1312 to other print providers, Bart smiled and said he wouldn't: "I wouldn't want the competition! The Rho 1312 has already been a tremendous advantage for us – and the way things look now, in another six to 12 months we will be purchasing another from Durst."

"Having our new Rho 1312 chosen by a customer with such exacting quality standards is very gratifying and aligns well with Durst's strategy to partner with leaders and to help print providers deliver differentiated solutions to their clients," said Brent Moncrief, Vice President of Sales & Marketing for Durst U.S. "The Rho 1312 is currently delivering unparalleled quality, speed and reliability to A.J. Bart and its clients, and will continue to enhance and extend the already robust capabilities that A.J. Bart brings to the marketplace. We take tremendous pride in that."

Rho 1312

The 98-inch (250 cm) Rho 1312, which prints up to 6,600 s.f./hr., offers improved image quality, increased reliability during printing, and unparalleled media handling flexibility, particularly with difficult and heat-sensitive media. Durst's Quadro Array print head technology, applying very small droplets of only 12 picolitres, enables a very high printing speed without compromising quality of the output. Images are crisp, clear and visually striking. The 1312 also incorporates "Gradual Flow Printing" for smoother tones over large areas and a high gloss finish, even at the highest speeds.

About A.J. Bart

A.J. Bart is a full-service commercial printer that provides solutions from prepress to fulfillment.



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The company offers clients a variety of quality products from business cards to bus wraps and from e-commerce portals to digital printing. For information, contact A.J. Bart in Dallas at (972) 960-8300 or sales@ajbart.com, or in New York at (718) 417-1300 or bartsales@ajbartny.com. Additional information is available online at www.ajbart.com.

About Durst

Durst Phototechnik AG is a leading manufacturer of professional digital imaging systems. The company operates manufacturing facilities in Brixen, Italy, and Lienz, Austria, and has major offices in the U.S., France, United Kingdom, Germany, Spain, Mexico, Brazil and Singapore. The Durst reputation for quality, precision, innovation and reliability spans more than 75 years.

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