

Albéa is Digitizing its Laminate Tube Print Production with a Durst Tau 330

Tau 330 UV Inkjet Printer System with a higher productivity and operating efficiency than Toner Technologies

Brixen, Italy - September 2015 - Durst, The Global Leader in Inkjet Innovation is installing the successful Tau 330 UV Printer System for Albéa Tubes Americas. Albéa is the leading global manufacturer of plastic and laminate tubes for the beauty, personal care, oral care and pharma markets. As these markets evolved, Albéa was faced with decreasing batch sizes and wanted to address quickly and effectively the subsequent cost pressure. The solution for printing on laminate tubes was to introduce a new production technology, which provides flexibility as well as economic efficiency regardless of the batch size. The choice between Toner Technologies and Digital UV Inkjet Print followed an evaluation process of extensive test runs and product sampling. Albéa's decision to go for the **Durst Tau 330** was made on the basis of its higher productivity, its larger color spectrum which covers 90% of the Pantone color scale, its highly-opaque White in Single-Pass Mode as well as its excellent ink adhesion even without any special finishing treatment. The Low-Migration UV Ink System, which is available exclusively on the Tau 330, meets the stringent criteria for printing on primary packaging.

"The Durst Tau 330 is our answer to the challenges we currently face", says Roy Turner, VP and General Manager, Albéa Tubes Americas. "Its premium print quality and operating efficiency were the decisive factors for us. The Tau 330 is a solid and hardwearing construction, designed to operate 24/7. Our system comes with 7 colors and is equipped with low-migration ink. These features open up new market opportunities for us, in addition to our standard offer."

Durst will present its extensive UV Inkjet Printer portfolio for Label & Package Printing, following their motto - "Tau 330 - Configure your Digital Future Today", at the LabelExpo Europe 2015, in Hall 8 Stand 8B26. Please visit the microsite for an overview of product innovations and their potential applications: <http://www.durst.it/labelexpo2015>

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Press Release

About Durst Phototechnik AG

Durst Phototechnik AG is a leading manufacturer of professional digital imaging systems for graphic, signage, commercial / retail display labels & packaging, textile and industrial applications. Headquartered in Brixen, Italy, the company operates manufacturing facilities in Brixen and Lienz, Austria; has major offices in the U.S., France, United Kingdom, Germany, Scandinavia, Spain and Mexico; and partners with exclusive agents in 120 countries. Durst's solid reputation for quality, precision, innovation and reliability spans more than 80 years.

For more information please visit www.durstus.com

About Albéa

Albéa offers the world's largest range of beauty and personal care packaging - with leadership positions in plastic & laminate tubes, mascaras, lipsticks, samplers and foam pumps; and recognized expertise in fragrance & skincare dispensing pumps, fragrance & lotion caps, compacts, lipgloss, promotional items and accessories.

Our 16,600 people serve large and small customers in 60 countries across the world, and operate 38 facilities in Europe, Asia and the Americas. Albéa's global sales totaled US\$1.6 billion in 2014.

Albéa's committed teams provide local presence and global reach; robust capabilities in innovation & design as well as project management; solid operating excellence; world-class manufacturing, decoration and full-service; as well as a strong commitment to Corporate Social Responsibility.

Albéa is proud to have been contributing to our customers' success for more than 50 years.

Albéa, Packaging and More

For more information: www.albea-group.com

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