



## Press Release

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**For Immediate Release**

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### **Durst Rho P10 250 Recognized as Innovative Product at SGIA Expo** *'Product of the Year' Award Competition compares 80 entries in 21 categories*

**LAS VEGAS, October 18, 2012** — Durst today was honored with the Specialty Graphic Imaging Association (SGIA) *Product of the Year* award for its Rho P10 250 Large-Format UV Inkjet Flatbed Digital Printer at this year's SGIA Expo. The competition recognized the latest equipment and supplies currently on the market that are advancing the specialty imaging industry.

"We're very pleased to receive this important recognition from the industry's premier professional organization," said Christopher Howard, Senior Vice President of Sales & Marketing for Durst U.S. "Our new Rho P10 Series of printers, based on our advanced 10-picoliter Quadro<sup>®</sup> Array print heads, are making a strong impression among print providers for their versatility, productivity and exceptional image quality. The Rho P10 250 was compared to other products, and we're proud to have been selected as the best among all the printers in the category."

Thirty-eight companies from around the world entered the competition, submitting 80 entries in 21 categories. Evaluated during the 2012 SGIA Expo (Las Vegas, October 18–20), this year's submissions represented some of the industry's most innovative digital products.

"The *Product of the Year* Award Competition highlights the best technologies and consumables from the specialty imaging community," said Jeff Burton, SGIA's Digital Printing Analyst. "Entries were so good that judging category winners was a real challenge."

A recap of the 2012 SGIA Expo — including the complete list of Product of the Year Award winners — is available online at [SGIA.org](http://SGIA.org).

The Rho P10 250 is designed primarily for large-format print providers looking for a way to output a wide variety of hand-held and eye-level materials – such as backlit signage, POP and commercial displays, small packages, etc. – cost-effectively and at production speeds.

Rho P10 250 output displays the finest color graduations and virtually perfect color reproduction, while maintaining high levels of cost-efficiency and flexibility. The added ability to print light cyan and light magenta further enhances its image quality and range. The 98-inch-wide Rho P10 250 – which prints up to 2,000 s.f./hr. – can print simultaneously on two parallel boards / panels, raising its productivity and versatility even further. It can run uninterrupted for 24/7 production.

As with all Rho digital print platforms, the new P10 printers are equipped with Durst's unmatched workflow software, easy-to-operate intuitive user interface, precision media transport systems, and other proven components that achieve high efficiency, productivity and versatility. The Rho P10 Series made its North American debut this past spring at the International Sign Association's conference and trade show.

### **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 70 years. For information, contact Durst at 1-888-480-3588 or (585) 486-0340, or visit Durst online at [www.durstus.com](http://www.durstus.com).

### ***SGIA — Supporting the Leaders of the Digital & Screen Printing Community***

*"Specialty imaging" comprises digital imaging, screen printing and the many other imaging technologies SGIA members use, including those they'll tap in the future. These are the imaging processes and technologies employed to create new products and to enhance existing products including point-of-purchase displays, printed electronics, membrane switches, signs, advertisements, garments, containers and vehicles. Make the most of your specialty imaging business.*

*SGIA press releases and artwork are available at [SGIA.org](http://SGIA.org).*