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### **Durst Innovation Continues With Placement of Tau LFS 330 at TLF Graphics in Rochester**

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### **FOR IMMEDIATE RELEASE**

#### ***Acquisition Represents First Tau LFS 330 End-to-End Solution in North America***

**ROCHESTER, N.Y., October 31, 2014** – Durst, the leading manufacturer of industrial digital printing platforms, announces first placement of Tau LFS 330 UV inkjet label press in North America at the Rochester-based TLF Graphics.

An established upstate New York firm, TLF Graphics' new Tau LFS 330 is its first piece of Durst equipment and the first LFS 330 end-to-end solution in North America. Durst's inkjet system for digital labels and specialty packaging employs state-of-the-art in-line Spartanics Laser Finishing Systems that allow maximum flexibility in finishing and facilitate lean label manufacturing, going from digital file to finished product in a single production step.

Bob McJury, Vice President of Sales for TLF Graphics, said when company executives stopped by the Durst booth at last month's Labelexpo Americas, they were curious about the Tau LFS 330's laser finishing. But they had all but decided to move ahead with a planned upgrade to their toner-based press, as well as add another similar machine.

"When we were exposed to the Tau at Labelexpo, we were blown away. It's the device for the markets we serve," McJury said. "We were deeply impressed by the image quality and the durability of the image. We've tested others, but the Tau's durability was far beyond anything we had tested. This press will allow us to outpace our competition with its quality, speed and in-line laser finishing system."



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TLF Graphics projects significant cost reductions with the Tau LFS 330's digital workflow. The company estimates that over and above its prime label production, 40 percent of screen print jobs will travel to the Tau, providing an enormous labor savings and increasing its competitive edge.

"Durst didn't need to sell our company on increased SKUs, personalization, more frequent orders, etc. – we are already committed to the benefits of digital devices," McJury said. "But we believe the HD print mode and Spartanics laser finishing are real game changers from a technology and cost-reduction standpoint. The 1,000-watt Spartanics laser system, we feel, is the best on the market today.

"We were also attracted by the fact that we don't have to use coated materials, there are no frame size limitations, and this press has the ability to print up to 190 inches long," he said. "The press's speed and ability to react – and do so competitively – is remarkable.

"And we can't say enough about the people at Durst and the companies they partner with," McJury added. "Durst has exceeded our expectations in the sales process, the quality of the people we've dealt with, the actual construction of the equipment – there is nothing that isn't exceptional about Durst."

"Durst is excited to partner with an industry-leading company that is as well respected as TLF Graphics," said Richard Thomas, Durst U.S.'s Business Development Manager for Label & Specialty Packaging Systems. "TLF Graphics has a long successful history of creating and managing brilliant print products. Their acquisition of the Tau LFS 330 exemplifies TLF Graphics' commitment to making incredible print products and offering advanced printing solutions to their customers."

TLF Graphics Partner Dan Wagner said the company is enthusiastic about its Durst UV inkjet



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purchase, and expects to place another order in the near future. "I can imagine a future when we have multiple Tau LFS 330 presses – and that's our whole business. They are truly transformational," Wagner said.

### **About TLF Graphics:**

Founded in 1980 as a flexographic/screen printing label company, TLF Graphics has evolved into a \$21million company with over 50,000 square feet of overlapping analog and digital print capacity. Partners Ron LeBlanc, Dan Wagner and Bob McJury have led the firm - which specializes in industrial labels, product decoration, and retail signage - to become a regional leader in terms of horsepower, broad capability, and technology. For more information, call 800-356-2701, or visit their website: [www.tlfgraphics.com](http://www.tlfgraphics.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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