

**ENSURING
CUSTOMER SUCCESS:**

Introducing Macaran digital:

Investing in state-of-the-art digital press technology to complement the company's high definition print portfolio.

Macaran Printed Products has recently acquired a high definition, seven-color UV inkjet Domino digital press, expanding the company's best-in-class portfolio of printing presses. The new Domino press is currently the fastest, highest-definition UV inkjet press available and is capable of printing over 90% of the entire Pantone® range. Macaran's digital press is the first of its kind in the state of New York and is only one of two in the northeastern U.S.



Nick Van Alstine, President of Macaran, comments, "A tremendous amount of due diligence goes into every Macaran printing press investment. Historically, we have only purchased the highest quality equipment from U.S. and European suppliers and the Domino is no different. We thoroughly vetted every available digital press brand available in the marketplace and given our capabilities to produce highest-definition flexo and rotary screen labels, we needed a digital press that would complement our current offerings while ensuring optimum flexibility and performance standards. Our labels help brands reach new heights whether it's with proprietary coatings or foiling requirements, crispest vignette displays, or the most eye-catching 'pop' effects with ink opacities. Macaran's technical requirements for a printing press are among the highest in the industry and our new digital press is perfectly aligned with our unique production strengths."

The benefits of digitally printed labels include highest job-to-job repeatability performance, no minimum run size requirements and fastest turnaround times. Industry research indicates that around 10% of the value of all labels printed in the U.S. are digital, and that the growth rates for UV inkjet are the highest out of all digital formats.

To learn more about Macaran's new press technology or to find out how Macaran can help your own brands reach new heights, email: custservice@macaran.com.

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