



# PRESS RELEASE

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## **Bigger Really Was Better at Printing United, Dallas.**

New Berlin, WI - Tekra, A Division of EIS, Inc. The inaugural Printing United event was a success with three action packed days in Dallas, October 23-25. With 30,000 attendees soaking up ideas and finding new ways to create and produce faster and more efficiently, bigger proved to be better. Digital print has been a consistently resounding theme in recently past years at the SGIA Expo and Printing United helped combine the world of Dye Sublimation, Toner and Textiles with the industrial applications, medias and print methods to create one space for the entire industry to meet and exchange ideas.

“This was truly the show to be at if you are a printer or a vendor of any vertical in the market”, states Rebecca Fuhrman, Digital Product Manager for Tekra. “The quality of conversations we had with customers were simply stronger, and we discovered customers are looking to use our plastic substrates in ways we’ve never considered before”, continued Fuhrman.

With 720,000 square feet and 650 exhibitors, the possibilities were endless. Exhibitors like Cannon, HP, Ricoh and Konica Minolta took center stage with their wide array of options, which included everything from toner, UV, aqueous and latex inkjet printing methods. Cannon featured their new Océ Colorado UV Gel printer, bringing the advantages of UV curing methods to flexible inks, while HP continues to be innovators in the industry with jumbo and hybrid printers like the HP Latex R-Series, allowing for latex inkjet to be printed on a flatbed, or roll-to-roll, and the HP Latex 3800, allowing jumbo rolls to be printed for longer, more efficient runs.

If you were unable to attend this year, be sure to mark your calendars for the 2020 event, scheduled at the Georgia World Congress Center in Atlanta October 21-23, 2020.

*Tekra, A Division of EIS, Inc. has provided plastic film and adhesive solutions to the printing industry for over 40 years and to the digital films industry for nearly 20 years. Tekra offers proprietary coating technologies, converting services, and, through special supplier relationships, a full line of plastic substrates. Tekra is the North American authorized distributor and exclusive distributor to the North American medical diagnostic market for DuPont Teijin Films™, the authorized distributor for the polycarbonate film products of SABIC Innovative Plastics in the United States and Canada, and an Authorized Master Converter 3M adhesives.*