

Bordeaux announces its new core message

« **The Freedom to Choose** »

at FESPA Amsterdam, Stand D68

The Power to innovate with competitive alternative inks

FESPA 2009, Amsterdam, 12th - 14th May - Bordeaux Digital PrintInk Ltd, a recognised expert in alternative inks for demanding Industrial Inkjet applications, announces its new core message: **"The Freedom to Choose"**. Easy change-over and cost effective solutions will be displayed at FESPA 2009. The field proven **Mix&Match™** original concept enables concrete savings in time, setup and running costs. Bordeaux's **Mix&Match™** line of inks was recently expanded with new UV-Curable products specifically developed for printers such as HP™ Expedio™, Tempo™ and others.

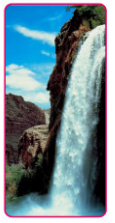
Bordeaux **Mix&Match™** technology and ink solutions are fully compatible with most Roland™, Mutoh™, Mimaki™ and HP™ printers offering savings of up to **50%** compared to original inks. At FESPA, Bordeaux will reveal its leading solutions, assuring health and safety to their products thanks to the replacement of harmful chemicals by **safe organic solvents**.

"We want to replicate in Europe, the big success we had with the Mix&Match Technology in the United States. FESPA is a huge opportunity for our Freedom to Choose" adds Dror Mualem, Vice President of Marketing, Bordeaux Digital PrintInk Ltd.

Bordeaux emphasises on **"The Freedom to Choose"** to remind that there are alternatives to expensive original inks. At FESPA, experts from Bordeaux will demonstrate why they choose to develop the **Mix&Match™** concept and its alternative inks:

- Original colour matched; no customer profiles are required
- No need for flushing
- Interchangeable with original inks at the individual cartridge level, no money lost when converting - use up all the original ink in stock
- Productivity is maintained with high speed and high resolution
- Excellent adhesion and flexibility on all substrates
- Extended outdoor durability
- Low odour

Bordeaux continues to make printing efficient and cost effective by offering a wide range of plug and print solutions associated with environment conscious inks such as Light Solvents, Ecological, UV Curable and Water Based Inks.



About Bordeaux Digital PrintInk

Bordeaux Digital PrintInk develops, manufactures and distributes quality inks for wide and super wide digital printers. Its products are used by printing houses in more than sixty countries. Bordeaux's sales and marketing team and R&D department work closely with OEM partners to secure market share and expand product lines. A worldwide distribution network, including dealers, distributors and OEM's committed to quality and innovation, contribute to establishing Bordeaux as an international market leader, meeting market needs worldwide with its alternative, innovative and competitive inks.

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