

**Bordeaux Digital Printink Exhibits  
at SIGN AFRICA Durban Booth A3-8  
Wednesday March 25<sup>th</sup> to Thursday May 26<sup>th</sup> 2009  
with their Major Distributor **Graphix Supply World****

**Bordeaux Digital Printink Ltd. announces its continued  
cooperation with  
Graphix Supply World**

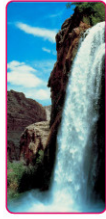
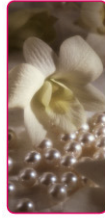
**Featuring Mix & Match, Plug & Print compatible inks  
designed to replace OEM inks for printers such as Roland™,  
Mimaki™ and HP™,  
providing considerable savings in setup cost and time.**

**Durban** – March 23<sup>rd</sup>, 2009 - Bordeaux Digital Printink Ltd. (Bordeaux) is exhibiting at Sign Africa in Durban March 25 - 26, 2009, together with Graphix Supply World, its official African distributor. In the show they will exhibit their expansion of large format ink offerings to African customers, with Bordeaux's top quality compatible ink solutions.

Bordeaux and GSW will continue the promotional, sales and support activities, introducing Bordeaux's advanced ink product lines - including a variety of Solvent, Eco and Light Solvents, HAP free Organic Inks, Water and Oil based inks as well as UV Curable inks.

Some of the latest inks introduced by Bordeaux include compatible, Mix and Match solutions for printers such as Roland Soljet Pro™ and VersaCMM™, Mutoh Falcon Outdoor™ and Rockhopper™ as well as Agfa™ Grandsherpa™. Bordeaux will also present other, compatible solutions for HP 9000, Seiko64S and Océ™ 6060 solvent printers.

With this new cooperation, the African Large Format print industry, that is already familiar with Bordeaux's commitment to quality, innovation and service as a leading brand, can enjoy the reliable support for all Bordeaux's products, from one of its main players.



## **PRIME PeNr inks - Designed to Replace Roland ECO-SOL MAX™ inks**

A High Quality Economic solution for the Roland Soljet Pro™ and VersaCAMM™, the PRIME PeNr eliminates the need for Profiling or Flushing. This unique **Mix & Match™** solution enables "hot swapping" with Roland ECO-SOL™ ink cartridges.

No colour variance or new profiling needed. No pumps, dampers, tubes or wipers replacement are required when switching inks utilizing the Mix & Match concept. More than 25% can be saved in comparison to original inks.

Chip mounted on 440ml cartridge – fully compatible with the new Roland XC & VP printer models

## **Bordeaux Digital Printink – The Future is Already Here!**

Mr. Robert Franco, CEO of GSW, Bordeaux's official South African distributor and a major industry player, is confident: "Bordeaux's compatible Eco inks proved to stretch the productivity of our users, while retaining print quality and reducing operation costs. We have already captured 20% of the Roland market and will keep growing."

Moshe Zach, Bordeaux Digital Printink Ltd. CEO notes: "Bordeaux is very proud of its recent cooperation with GSW", and adds "I see among our latest R&D achievements the improvements in the jetability, gamut and adhesion properties of existing products.

Mr. Franco adds: "We see ourselves not merely as suppliers of stock, but suppliers of solutions, hands-on solutions that work for our customers. We focus on products that are value for money. Add to this 24-hour service, same day dispatch, anywhere, anytime".

## **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 is an important partner to printer manufacturers as a supplier of OEM inks. A worldwide distribution network, including dealers, distributors and OEM's committed to quality and



innovation, contributes to establishing Bordeaux as an international market leader, meeting market needs worldwide. The company's new African partnership is one more notable example of Bordeaux's global presence.

## **About GSW**

Graphix Supply World is Africa's leading one-stop-shop supplier in digital technology for the signage, print, packaging, fashion and textile and graphics related industries. Rob Franco, a trained engineer, is the owner and managing director of GSW, a dynamic company which has taken the industry by storm, GSW is spearheading new developments and setting the trends for others to follow. GSW has offices and sub dealer throughout Africa.

Graphix Supply World's growth is a result of its new technologically advanced direction, which has had an impact on its customers' business profits while proving its commitment to accommodate fast changing world trends.

### **For further information, please contact:**

**Bordeaux Digital Printink Ltd:** Amnon Shalev, +972 546 960610, [amnon.s@c-m-y-k.com](mailto:amnon.s@c-m-y-k.com)

**Graphix Supply World:** Maria-Elena Cacace, [maria@gsw.co.za](mailto:maria@gsw.co.za)

**PR Representative - CGP Europe:** Charlotte Gutman, +32 23752100, [charlotte@cgpeurope.com](mailto:charlotte@cgpeurope.com)