



Press Release

Bordeaux Digital PrintInk Ltd.

Exhibits at

Fespa Munich 2010

22–26 June, 2010

At Messe München, Hall B2 Booth 300

Munich, Germany June 22nd, – celebrating 10 years of Innovation, experience and market know-how, Bordeaux Digital PrintInk is proud to launch the PLASMA PLMF ink for the wide format UV LED Curable printers.

As part of Mix & Match™, Bordeaux's original concept of effortless ink changeover, the PLASMA PLMF UV LED product enables the replacement of original inks on the fly. Properly formulated, this innovative ink is fully compatible to printers such as the Mimaki™ UV LED technology. "With the market continuously reaching out for products with economical values, this UV LED Curable ink demonstrates capabilities which are adapted to the specific requirements of the flexible and rigid UV applications at a lower cost", says Mr. Moshe Zach, Bordeaux co-founder and CEO. Implementing the Mix & Match features, the PLASMA UV LED allows easy inks changeover with the reduction of time and costs. "The company remains attentive to market needs and continues with product launch strategies which are customized to industry trends", continues Mr. Zach.

During FESPA Bordeaux will grant an "authorized dealer" certification for partners who engage in Bordeaux business activities. "Bordeaux has expanded its worldwide sales channels rapidly with the support of the regional appointed partners" says Mr. Dror Mualem, Bordeaux VP Sales & Marketing. Partnership and distribution network is recognized by Bordeaux as one of most important asset of the company. "The company is proud of its partners and the FESPA event is a great opportunity to meet and to leverage further activities in the field of wide format printing" continues Mr. Mualem.

About Bordeaux

Established in 2000, Bordeaux Digital PrintInk is one of the worldwide market leaders in developing and marketing high quality generic inks for tor wide and super wide digital printers such as Roland™, Mimaki™, Mutoh™, HP™ and Seiko™ as well as Eco-solvent, Mild Solvent, UV Curable and True Solvent inks. Bordeaux offers high performance ink products at lower cost. Improving price performance enables Bordeaux's customers to significantly reduce their operating costs while improving the quality of their prints.

For more information visit us on line at: <http://www.c-m-y-k.com>

We invite you to see our company movie on YouTube: [http://www.c-m-y-k.com/about/about.asp?Category=About Bordeaux](http://www.c-m-y-k.com/about/about.asp?Category=AboutBordeaux)

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