

Pressrelease

Datacolor and Rotakon make an investment in Kodak – Versamark within respectable millionsize of Euros.

Allready in February 2006 Datacolor will implement in the main factory in Lüneburg a Full-Colour-Highspeed-Inkjetline.

The line is a Kodak – Versamark VT 3000, the speed will be 150m/min and the web width is 520 mm.

This line will produce roll to roll and with a rotorycutter. Over the integrated diecutting- and perforationunit it is possible to make couponperforation and other diecutts in the product during the personalisationprocess.

By using this application the direktmarketing- and dokumentproducts will be more of value and more interesting. This can be used by products for the invoice-consignment and products with individual couponperporation or detachable perforation.

For example:

The adresser of an phone- or electrisity-invoice can have a coupon with detachable perforation on the bottom of the page (invoice). This coupon can be fully colored and can be used for different occasions like a test drive with a new car, a visit at a cinema for a reduced price or a voucher for any use.

In May 2006 Rotakon will implement a Highspeed Kodak-Versamark offline-personalisationline. This line will run 300 m/min and has a solution of 400 dpi. This line can personalise front- and backside with 9 inch heads and over the size of 96 cm web width. This is the first finishingline in Germany which can produce in the high quality of 400 dpi. Comparing to the solution of 240 dpi is this a enormous improvement which the market now can use.

At the same time the first construction stage will happened at Rotakon. The newest equipment for folding, trimming, finishing, and other offlinesolution will take place.