



**For immediate release**

## **Newco joins Screen in Italy**

The latest addition to Screen's large format specialist distributor network is Newco Graphics in Italy. With offices in Milan and Bologna and 25 staff covering all major cities throughout the country, Newco will focus on Truepress Jet2500UV and Truepress Jet1600UV-F sales and support.

Newco Graphic Srl is a new organization that was established in January 2009. The company started activity in the Italian graphic arts market from April '09 with just a few people. On July 25<sup>th</sup> the company held its first sales meeting, which was highly successful and attended by more than 50 people. The company has a wealth of experience in both their sales and technical staff with top professional backgrounds in the graphic arts market. As of October 2009, Newco Graphic Srl already has about 180 customers and the total net revenue is close to Euro 5.9 million.

During the first months of activity, Newco Graphic's strategy has been mainly aimed at a quick grow process and to consolidate its presence in the prepress field but now the sales network is ready to explore the challenge of the growing inkjet digital printing market.

The company, thanks to its direct sales people and through a strong network of well known dealers, is now entering the Italian inkjet printing market. It has been really delighted about the huge potential for the UV inkjet printer Truepress Jet 2500 UV, Truepress Jet 1600 UV and Truepress Jet 650 UV in its domestic market as they are a top quality and high-speed volume range of digital printers.

Newco has started the promotion of the above equipment and, as a result, have some ongoing negotiations with potential customers. These companies are involved in the following

markets: advertising and sign/display applications (including banners), backlight advertisements, posters and fleet graphics.

Furthermore, the company has been excited about the strong interest for the Screen equipment by many manufacturing companies whose main activity is in the following markets: fashion and design (mainly digital printing on leather), furniture, glasses and automotive industries. The company is confident that Newco Graphic, together with Screen's digital solutions, will be able to expand into these new markets.

**End**

**About Screen:**

Dainippon Screen Mfg. Co., Ltd (Kyoto, Japan) is one of the world's largest manufacturers and suppliers of system components for the prepress and printing industries. Its large range of equipment includes workflow systems, RIPs, proofing systems, platesetters and digital printing presses. The company is also a well-known manufacturer of equipment for the semiconductor and flat panel display manufacturing industries.

**To find your local supplier of Screen technology and detailed information on all Screen products visit [www.screeneurope.com](http://www.screeneurope.com)**

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