

## Press Release

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For Immediate Release

### EDP SELECTS MUTOH BLIZZARD AS BEST WIDE FORMAT PRINTER OF 2008

**Oostende, Belgium.** The European Digital Press association (EDP) has awarded the prize **"Best wide-format printer of the year 2008"** to Mutoh's Blizzard series wide-format piezo inkjet printers, in the category "printing engines up to 2.5 m". The award has been attributed by a committee of consultants, editors, engineers and printer industry professionals appointed by the EDP. The technical committee selected the Blizzard for its exceptional image quality, high speed and high production capabilities.

The EDP Association is made up of the publishers of leading European magazines devoted to digital printing and associated products. These publications cover more than 15 European countries with a combined circulation of approximately 120,000 and a readership exceeding 240,000 professionals. The EDP awards identify and reward products that represent quality and innovation to enable the digital printer users to identify the best products in the industry.

"We are delighted with the recognition for our Blizzard enhanced throughput printer series", says Arthur Vanhoutte, Mutoh Europe's Managing Director. "Blizzard will deliver impeccable printing quality up to 40 m<sup>2</sup>/h. Top speeds up to 80 m<sup>2</sup>/h are possible. Impeccable printing quality is made possible thanks to integration of our proprietary Intelligent Interweaving print technology. Blizzard is our first printer in which Intelligent Interweaving was integrated from the design phase onwards".

Available in 65" (165 cm) and 90" (224 cm) width, Mutoh Blizzard printers print directly onto standard available uncoated vinyl, banner and soft signage materials. The machines are targeted at small sign businesses needing versatility or larger operations wanting to extend capacity while gaining flexibility. Application possibilities encompass all types of indoor and outdoor display graphics.

With Mutoh's Intelligent Interweaving technology - called *i<sup>2</sup>* (*pronounced i squared*) - ink is laid down in carefully optimised wave forms versus straight lines as used with most wide-format printers. The result is a drastic reduction or even total elimination of defects such as horizontal banding, ink mottle, bleed and the visible effects of missing or misfiring nozzles. Dedicated print weave patterns are being developed per individual printer type. This new technology is now standard on most Mutoh wide-format piezo inkjet printers.

One of the biggest benefits of Mutoh i<sup>2</sup> technology – apart from an overall printer performance increase - is that predictable and reproducible output quality can be offered. Printer users are enabled to print “fit-for-purpose” quality prints in a repeatable way, as well as in the shortest time.

Rather than having to select a print mode based on resolution, print passes, etc. the operator is guided to the best suited print mode by making a few application-related decisions (viewing distance, image definition and image content). With this approach, Mutoh Europe offers an unprecedented level of printer operator comfort.

Mutoh Europe will be displaying its Blizzard series printer at its booth at the oncoming **DRUPA show, Hall 9 – Booth B43.**

*For more details about Mutoh’s new Blizzard series printers : [www.mutoh.eu](http://www.mutoh.eu)*

*For more details about Mutoh’s Intelligent Interweaving print technology : <http://www.mutoh.be/page.aspx/31>*

*For more details about the EDP award : <http://www.edpassociation.com/magazine/images/premios/02.html>*

*For more details about the EDP Association : <http://www.edpassociation.com>*

### **About Mutoh Europe NV.**

Mutoh Europe nv, Belgium, is a business unit of Mutoh Holdings Co. Ltd., Japan. Founded in 1991, Mutoh Europe’s activities encompass development, manufacturing and distribution of CAD/CAS hardware (professional sign cutting plotters and large-format full-colour piezo printers for CAD, commercial inkjet printing and sign making applications). Employing 280 people, the company markets Mutoh products all over Europe, the Middle East and Africa through an extensive network of authorised resellers.

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