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WILSON·HURD®

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PRESS RELEASE

WILSON-HURD BECOMES FIRST U.S. PRINTER WITH A LOTTE INNOJET DIGITAL PRINTING SYSTEM

FOR IMMEDIATE RELEASE (4/02/09):

Wilson-Hurd is pleased to announce that it has added a Lotte InnoJet UV900 Flatbed Digital Printing system to its printing operations. In doing so, Wilson-Hurd is the first company within the United States to utilize this new player in the digital printing industry. The InnoJet system features 6 main color print heads (C, M, Y, K, LC, LM), along with an optional seventh print head for application of an opaque white. With its unique ink system, the InnoJet digital system produces extremely durable images resulting in high quality performance. A variety of substrate materials may be used with the InnoJet system that is capable of outputting images sized up to a 36" x 36" format.

The InnoJet's ink system exhibits very strong chemical resistance and makes it the system of choice on first surface printing. Its compatibility with pressure sensitive adhesives also makes it an excellent option for second surface applications. With the InnoJet UV900 Flatbed Digital Printing system, Wilson-Hurd is able to intermix its digital printing process with their screen printing process – resulting in endless design opportunities.

"During our analysis of several digital printing systems, we were impressed with the Lotte InnoJet system's superb quality, precise registration, and exceptional tight image tolerances. By adding this system, we now have another medium to use to produce outstanding quality products for our customers," noted Pete Dehne, Vice President of Operations at Wilson-Hurd.

With the addition of digital printing to its process offering, Wilson-Hurd is able to offer a cost-effective solution for low-volume, multi-color applications. Several options are available with this new digital printing system, including translucent colors and deadfronts. The Lotte InnoJet Digital Printing System provides an exceptional level of detail in its printed images. With the output of the system's advanced print heads ranging in droplet sizes from 6 to 90 Pico liters, a top end resolution of 2400 by 2400 DPI is achievable.

Wilson-Hurd's headquarters are in Wausau, Wisconsin with an additional manufacturing facility located in Berlin, Wisconsin. The company produces custom metal nameplates, plastic overlays, POP display components, and a variety of electronic control products, including membrane switches and Piezo® keypads. For additional information on Wilson-Hurd, visit www.wilsonhurd.com.

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