

Partnership brings affordable digital printing to color label businesses

September 2013 -- A dynamic, new international partnership was announced today by *RDP digital* of Canada and *IPT digital* of the U.S. Together, the two companies are poised to bring the latest in affordable digital technology to small and medium printing, packaging and label businesses around the world.

“To anyone who has been contemplating sooner or later adding a digital printing press to their line, we say we have the affordable option available right here and right now,” says Eric Short, president of *RDP digital*. “With a relatively low investment, color label businesses can see increased profits without even having to replace their existing infrastructure.”

RDP digital, based in Montreal, Canada, is a division within *RDP Marathon* which has been providing contract design and manufacturing for printing and packaging applications since 1989.

“There's never been a better time to enter the digital printing arena”, says Peter Kuschnitzky, president of *IPT digital*. “We hear all the time that many short to medium run jobs are not profitable to the converter. Now, with the JFlex870, these jobs not only add to revenue but also to profits.”

IPT digital, a division of *Innovative Printing Technologies*, is based in Sarasota, Florida and has been in the business of providing print products to the label manufacturing industry since 2008.

RDP digital and *IPT digital* are committed to making digital printing not only cost-effective but flexible too. Short and Kuschnitzky point out that for a relatively low capital cost, customers can free up their traditional presses and use them to focus solely on longer runs while using their newly-converted digital press for short and medium runs.

RDP digital and *IPT digital* are scheduled to introduce their state of the art digital label conversion system this month.

Find out more by contacting:

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