

## PRESS RELEASE

### **Atlantic Zeiser signs a distribution agreement with Securjet and targets Italian market**

**Milan, 03 December 2009** - Atlantic Zeiser S.r.l. has strengthened its presence in the Italian print market by signing a distribution agreement with Securjet S.r.l.. Under the terms of the deal, Bologna-based Securjet will sell products from Atlantic Zeiser's Omega 36, 72 and 210 printer range, as well as the Gamma 70. Securjet will also provide technical support for the products.

The two companies plan to target the Italian packaging and industrial application channels, and believe the collaboration will be a boost for printers operating in these sectors.

"To reach businesses in certain markets you need to work with specialist partners," says Luigi Rescaldani, General Manager of Atlantic Zeiser. "Securjet has the customer base and experience necessary to help us develop new commercial opportunities and expand our market share in the region. Plus the company has an outstanding technical knowledge and is perfectly placed to provide our customers with exemplary service support."

The OMEGA family of printers comprises seven models, and each uses UV SMARTCURE inks made by Atlantic Zeiser. The OMEGA printers can be configured to meet manufacturers' specific requirements and can be easily integrated into a printer's existing set-up to form a specialist and comprehensive infrastructure. OMEGA print heads deliver flexographic printing quality, plus they have the significant advantage of being able to produce variable data printing on all types of plastic cards, packaging, labels and safety cards – even those with special coatings.

The Gamma 70 is an exclusive single-pass, four-colour (CMYK), compact print head design with an excellent production record. It features economic UV curable inks that adhere to a wide variety of porous and non-porous substrates. The stunning 360dpi resolution is complemented by the option to alter the inkjet drop size and

select eight levels of greyscale. The specially designed AZ controller and the data preparation software afford a printing speed of 24 m/min.

The Gamma 70 is designed to print labels and industrial product identification on traditional materials, such as paper and cardboards, as well as on a variety of other media, such as film, plastic cards and metallic foils. With a printing width of 70.5mm, the Gamma 70 can be seamlessly integrated inline with sheet or reel-fed systems.

### **About Securjet**

Securjet was set up with the aim of creating a company dedicated to coding, marking, identification and industrial tracking. Securjet draws on its founders' decade-long experience in this field. Coding and marking at an industrial level crucially rely on a product that can be seamlessly integrated with these production environments. This is why Securjet exclusively distributes in Italy the innovative Citronix printers manufactured in the US. Securjet also solves its customers coding, marking, identification and industrial tracking requirements by developing individually tailored systems. This provides secure and guaranteed results that are simple to use, easy to maintain and cost-effective to run. Securjet also provides support and supplies parts and consumables direct from its warehouse. [www.securjet.com](http://www.securjet.com)

### **About Atlantic Zeiser**

The Atlantic Zeiser Group is a world-leader in industrial high-security coding and personalization technologies, offering integrated system solutions to governments and industries such as printing, plastic card, telecom, pharmaceutical, banking, packaging, labels and cosmetics. The company specializes in the industrial application of variable data onto various types of media - whilst ensuring full data and process integrity.

AZG serves its customers through nine facilities in Europe, the Americas and Asia as well as additional sales and support offices in some 50 nations.

Atlantic Zeiser's customers can choose from a wide variety of modular building blocks and scalable software platforms within the core technologies inkjet printing, laser marking, chip programming, magnetic encoding, product transport, product tracking, data verification and more. These can be effectively combined to achieve the most efficient system solution tailored to virtually any customer specific need.

## **CONTACTS**

### **ATLANTIC ZEISER S.r.l.**

Via Varesina, 174  
20156 Milano  
Tel. 02.33497740  
Fax 02.33401413

### **Securjet S.r.l.**

via del Maccabreccia, 12  
40012 - Lippo di Calderara di Reno (BO)  
tel +39 051 6466296  
fax +39 051 6467572