

## **News Release**



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**FOR IMMEDIATE RELEASE– April 1, 2010**

### **A&V Offers Epson Printing/Proofing Solutions**

#### **Including World's First Aqueous-Based White Printing Technology**

Bryan, OH – [Epson America](#) has appointed [Anderson & Vreeland, Inc.](#), leading manufacturer and distributor of flexographic printing materials and equipment, as a dealer of Epson's complete line of printing and proofing solutions for the U.S. market, effective April 1, 2010. The agreement allows Anderson & Vreeland to introduce Epson's new [Stylus Pro® WT7900](#), which offers the world's first aqueous-based white printing technology for flexographic proofing.

Darin Lyon, Vice President & General Manager of A&V, noted "We saw a void in the flexographic and gravure printing industry with regard to proofing 'white'. When the Epson Stylus Pro® WT7900 was released, we knew immediately it would improve the quality of our client's proofing process. Partnering with Epson America is another step to provide innovative solutions that make our customers more competitive."

Designed specifically for proofing flexographic and gravure print jobs that require the color white, the Epson Stylus® Pro WT7900 incorporates the latest achievements in

high-resolution ink jet technology - including [Epson UltraChrome HDR White Ink](#). This new ink features an all-new Organic Hollow Resin Particle Technology that forces light to randomly scatter, producing the illusion of seeing the color white.

In addition to the Epson Stylus® Pro WT7900, which prints directly on ink jet coated, clear and metallic films up to 24 inches wide, Anderson & Vreeland offers Epson's comprehensive line of printing and proofing solutions.

For almost 50 years A&V has helped the flexo industry achieve sustained growth by providing its customers with the finest printing materials and equipment available worldwide. For further information, contact your Anderson & Vreeland representative or visit [www.AndersonVreeland.com](http://www.AndersonVreeland.com).

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Epson Stylus® Pro WT7900