

# News Release



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FOR IMMEDIATE RELEASE – March 9, 2011

## **Anderson & Vreeland to Distribute Roland® Printer/Cutters**

Bryan, OH – Roland®, an innovative leader in the manufacture of inkjet printer/cutters, has appointed Anderson & Vreeland, Inc. as its distributor in the United States effective immediately.

As the world's first UV inkjet printer/cutters, Roland's DPI award-winning VersaUV LEC series is changing the packaging prototype and short-run label industries. For the first time, professionals can print CMYK plus White and Clear inks on virtually any substrate and then crease, contour cut or perf-cut their designs, all on one device through one seamless workflow.

VersaUV uses safe, low-heat LED lamps to print on materials ranging from metallic and synthetic papers and foils to BOPP, PE and PET film. Prototypes and comps are so realistic they are virtually indistinguishable from finished products. Two models are designed for a host of short-run production, packaging prototyping and proofing

applications. The LEC-330 UV inkjet printer/cutter has a maximum printing width of 29” and the LEC-540 can print and cut up to 53”.

Darin Lyon, Vice President and General Manager of A&V, noted, "With Roland, we now have the world’s most advanced, high-quality printer/cutters to offer our customers. These products complement our extensive line of products to create the broadest, most advanced selection of flexo proofing and plate processing equipment.”

Anderson & Vreeland will sell Roland’s VersaUV LEC printer/cutters and provide technical support using a nationwide staff of technical sales representatives. For more information visit [www.AndersonVreeland.com](http://www.AndersonVreeland.com) or call toll-free 866.282.7697.

### **About Anderson & Vreeland, Inc.**

Founded in 1961, Anderson & Vreeland has earned an international reputation as a leading supplier of flexo platemaking equipment and materials to the graphic arts industry. The company offers a “systems approach” to plate processing, with state-of-the-art equipment, materials and software specifically designed for flexo. A&V supports these products with 50 years of experience and a nationwide staff of technical sales representatives thoroughly knowledgeable about the fine points of flexo. The company’s substantial flexo experience and technical support sets it apart from other prepress suppliers. This experience and support results in smoother and easier integration of technical advancements affecting flexo prepress. Further information is available on the web at [www.AndersonVreeland.com](http://www.AndersonVreeland.com).

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