

## **PRESS RELEASE**

### **KIPPAX ENTERS DIGITAL ARENA WITH “UNIVERSAL” FLATBED INKJET PRINTER**

Screenprint machinery manufacturer, H G Kippax & Sons, has introduced a new brand name, DataPrint, to the line-up of flatbed inkjet printers now jockeying for market share among Britain's large-format sign-makers and PoP producers.

Manufactured in Switzerland, the DataPrint is billed as a “universal” inkjet print platform, suitable for direct printing to virtually all rigid and flexible substrates using a range of established solvent, pigmented or dye-based ink systems. It can process materials up to 40mm thick and is available in five sizes with print areas from 480mm x 780mm up to 1800mm x 2950mm.

“The DataPrint echoes in its versatility our own KPX screen-printing flatbeds and is the ideal digital solution for those who want optimum flexibility in their outputting capability – as well as those seeking to print on specialised substrates,” says Bill Kippax. “Its height-adjustable vacuum table makes it easy to change from one substrate to another, whilst its quick-fit print-head and ink-feed system allows ink types to be switched at will to suit different materials and applications.”

Designed to print up to four colours at 1440 dpi, the DataPrint employs dedicated Windows-based print control software and is compatible with all third-party RIPs which generate HP-RTL or TIFF files. It offers a number of special print features, such as step-and-repeat.

“Although the DataPrint is a newcomer on the flatbed inkjet scene, it comes from a Swiss manufacturer who has years of experience of the digital market in the form of direct computer to screen technology,” says Bill Kippax. “So its move to printing has been a small, albeit knowledgeable step. Similarly, whilst the DataPrint is our first venture into the digital field, we have the expertise gained from 47 years of screenprint equipment manufacture to bring to the market.”

For further information, please contact H G Kippax & Sons Ltd, Upper Bankfield Mills, Almondbury Bank, Huddersfield HD5 8HF; telephone 01484 426789; fax 01484 541799; e-mail [sales@hgkippax.co.uk](mailto:sales@hgkippax.co.uk); or visit [www.hgkippax.co.uk](http://www.hgkippax.co.uk)

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Issued on behalf of H G Kippax & Sons Ltd by Tony Wing Associates, PO Box 21,  
Emsworth, Hants. PO10 7YZ.

Press contact Tony Wing, Tel: 01243 389 400; e-mail: [tony@tonywing.co.uk](mailto:tony@tonywing.co.uk)