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Durst Image  
Technology U.S.  
LLC

PRESS RELEASE

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**RETAIL 2020: The Brands' Perspective on Print at Graph Expo**

ROCHESTER, NY, (August 27, 2015) – Attendees at Graph Expo will have an opportunity to obtain rare insight into the vision of leading brands and gain a glimpse of next generation technology from top suppliers of prepress software, finishing and large format print equipment at **RETAIL 2020: The Brands' Perspective on Print** event on Monday, September 14, 2015.

Drawing on their experience with national brands such as REI, Columbia Sportswear, Starbucks, adidas and many others, panelists will address crucial questions such as:

- What capabilities do print service providers need today to successfully compete?
- Will digital technology enable major brands to add in-house print capacity?
- What future role will print play?
- What technologies will be key to have in the future?

"This event is ideal for any printer who currently services – or plans to service – the retail in-store segment," said Terry Amerine, Director of Product Marketing for Durst Image Technology. "It is a rare opportunity to get valuable direct input from the brand manager's view on what they seek from printers."

Sponsors of this informative event include Durst Image Technology, Zünd America and Caldera. [Register now](#) as space is limited.

**About Durst**

Durst Phototechnik AG is the world's leading manufacturer of wide-format digital production inkjet printing solutions. The company has manufacturing facilities in Brixen, Italy, and Lienz, Austria, and has major offices in the U.S., France, United Kingdom, Germany, Spain, Mexico, Brazil and Singapore. Durst's reputation for quality, precision, innovation and reliability spans more than 75 years.

**About Caldera**

Caldera is a software company with **more than 20 years' experience** in developing, marketing and supporting high-quality technological software for wide-format imaging, business workflow and digital signage with a commitment to increasing productivity, cost-efficiency and color output. Caldera's suite of award-winning, production-orientated print and print-to-cut workflow programs offers color management, imaging and driving solutions for large- and grand-format peripherals.

**About Zünd**

Zünd offers innovative, modular finishing solutions for processing anything from preprinted and unprinted pressure-sensitive vinyl/film and fabrics up to 10ft wide, to rigid materials up to 2" thick, including corrugated/composite materials, display board, plastics, acrylics, MDF, and even solid, non-ferrous metals. Available in sizes from 31"x31" to 10ftx10ft, Zünd cutters can be configured to meet any and all finishing needs.

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