

PressRelease

Amsterdam, The Netherlands
October 29, 2012

Exhibitors at this years EuroTrophex Show held at the PTA Cruise Ship Terminal in Amsterdam have witnessed the introduction of the worlds first dry toner printing device that delivers white in addition to colour: OKI C711WT. The printer and it's Product Applications via TheMagicTouch Image Transfer Media have scored No.1 in the category "Best in new Technology" at the prestigious EuroTrophex 2012 Awards. The ultrahigh opacity of OKI's white toner opens up a new way of thinking in decorating Products, Materials and Substrates independently from it's own colour.



In addition, TheMagicTouch Group has scored another one of the artistic handsculptured Trophies: The two layer printed 'Tribute to Felix Baumgartner' Plaque has claimed first place in "The Best in Image Transfer Product", again decorated via TheMagicTouch CPM Image Transfer Media printed by OKI C711WT.

