Kornit expands digital textile production-on-demand capabilities in Turkey with Matset partnership

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Kornit Digital (Nasdaq: KRNT), a worldwide market leader in digital textile printing technology, has announced its partnership with Matset (Turkey) as it continues to broaden its market presence.

Delivering digital textile production-on-demand solutions to the Turkish market

With over 45 years of experience, Matset has a long-standing reputation as being a pioneer of innovation in the printing industry. After the first meeting, Kornit and Matset were quick to recognize how their partnership would effectively accelerate the development of the Kornit brand and solutions in the Turkish market. The deal will see Matset sell and deliver after-sales support for all Kornit textile solutions, including both direct-to-garment and direct-to-fabric product lines, particularly for t-shirts, activewear, denim, fashion, beachwear, home textiles, and fabrics.



Doğu Pabuççuoğlu, General Manager at Matset, explains the collaboration combines the digital leading vision of Matset with the market awareness and quality of Kornit's products: "With Kornit's production systems, we have made an important addition to our product portfolio. We were able to quickly build a roadmap and are sure the market share will increase very rapidly in the near future. With Kornit's reliable and creative solutions and our well-known and engaged distribution network, we will provide customers with a strong sales and support service."

He continues: "In the changing world we are living in, sectors are being transformed. Printing operations are adding different lines of business. At Matset, we offer the best choice of technology not only for the textile arena but also for the entire printing chain. Customers are looking for different solutions to help them develop their own businesses. Kornit offers the largest digital textile portfolio available on the market today, combined with outstanding quality and the widest color gamut. This is exactly what we do too, and we believe we can use our experience to grow Kornit Digital's market share in Turkey."



Mr. Pabuççuoğlu concludes: "Our goal is to increase the installed base and have satisfied customers. We aim to achieve that with our market knowledge, experienced service team and responsive supply chain capabilities."

Omer Kulka, CMO at Kornit Digital, states: "We are pleased to welcome another partner to our growing network. Matset joins our network of expert digital production operations that have developed a reputation for distributing high-quality solutions supported by a knowledgeable team and responsive service. We are delighted to continue growing our reach in enabling manufacturers to make their businesses more agile, more responsive to the market, more sustainable, and ultimately more prosperous."



About Matset

Established in 1974, Matset's motto is to always be a pioneer of innovation in the printing industry. It supplies printing solutions to business partners in a variety of sectors from printing to publishing and advertising.

Its head office is in İstanbul, there are two sales offices in Ankara and İzmir and a manufacturing Plant in Çorlu.

For more information, visit www.matset.com.tr

About Kornit Digital

Kornit Digital (NASDAQ:KRNT) develops, manufactures and markets industrial digital printing technologies for the garment, apparel and textile industries. Kornit delivers complete solutions, including digital printing systems, inks, consumables, software and after-sales support. Leading the digital direct-to-garment printing market with its exclusive eco-friendly NeoPigment printing process, Kornit caters directly to the changing needs of the textile printing value chain. Kornit's technology enables innovative business models based on web-to-print, on-demand and mass customization concepts. With its immense experience in the direct-to-garment market, Kornit also offers a revolutionary approach to the roll-to-roll textile printing industry: Digitally printing with a single ink set onto multiple types of fabric with no additional finishing processes. Founded in 2003, Kornit Digital is a global company, headquartered in Israel with offices in the USA, Europe and Asia Pacific, and serves customers in more than 100 countries worldwide. For more information, visit Kornit Digital at www.kornit.com.