

It's Time to Experience Print – Mimaki to Bring New Innovations and Application Opportunities to FESPA 2021

- *Mimaki's latest cutting-edge technologies for sign, 3D and textile industries to make tradeshow debut*
- *Customer innovation to be central to Mimaki's FESPA presence with immersive customer and partner application gallery*

[Mimaki Europe](#), the leading manufacturer of inkjet printers and cutting systems, will showcase its broad portfolio of market-leading, profit-generating digital print technologies at [FESPA Global Print Expo 2021](#) (12-15 October 2021, RAI Amsterdam, The Netherlands, **Stand: 1-F45**). Taking full advantage of the first in-person FESPA event since the COVID-19 pandemic, the company will premiere live demonstrations of its most recently announced innovations, while also inspiring visitors with outstanding applications produced by customers. As FESPA 2021 will take place 'on home soil' for Mimaki Europe, visitors will also have the unique opportunity to visit its Amsterdam Experience Centre and tour Mimaki's entire 3D and textile portfolio with one-to-one demonstrations from Mimaki's expert team.

Proudly announcing that “the *real* print experience is back”, Mimaki is committed to bringing the print community back together with all possible COVID-safety measures in place. On the stand, customers can immerse themselves in technology from Mimaki's latest product portfolio, including brand-new releases such as the high-volume UV flatbed printer, the **JFX600-2513**, the high-speed, high-quality **UJF Series** printers, and the full-colour desktop 3D printer, the **3DUJ-2207**. Mimaki will also celebrate its customers and partners in an interactive exhibit of success stories and application examples from its print ambassadors.

“We are thrilled to invite customers to join us in-person at FESPA this year. As well as being packed with cutting-edge technologies, inspiring customer stories and plenty of buzz and excitement, the show, and our booth, will be a safe and COVID-compliant set-up. We have done everything to ensure visitors can enjoy the event safely, such as integrating additional online content to avoid unnecessary crowding and physical contact.” Danna Drion, General Manager Marketing, from Mimaki Europe explains. “FESPA 2021 is the optimal chance for the industry to join forces and reinvigorate business with new technologies and applications. For such a visual and vibrant industry to have been apart for so long, this year will be centred around the full print experience, something you can only truly enjoy in-person. As such, our theme is “Experience Print”, and what better place to do it for the first time in almost 2 years than at FESPA!”

With so many ground-breaking technologies yet to be seen at a physical event, the Mimaki stand is sure to be an extraordinary experience. The **JFX600-2513** LED-UV large-format flatbed inkjet printer, designed to address the high-volume UV market, will be among the new solutions to have its tradeshow debut this FESPA. Engineered for high speeds and high productivity, the new model offers print service providers a broader variety of applications thanks to a wider range of ink types and increased media flexibility.

Announced just this month, the **UJF-7151 plusII** and the **UJF-MkII e Series** will also take centre stage on the Mimaki stand. Designed for seamless and reliable high-speed production, the UJF-7151 plusII allows for faster print speeds of up to 190% compared to the previous UJF-7151 plus model. The printer is capable of handling high-quality print jigs and ideal for accurate industrial printing of heavy media, such as wood, metal, and glass.

Representative of Mimaki's varied portfolio and yet another brand-new product, the **Mimaki 3DUJ-2207** will also make its debut. This easily scalable, desktop 3D solution is designed to open the full colour, 3D printing door to those who previously felt the benefits of 3D printing were out of reach.

Visitors are also sure to savour the chance to finally see Mimaki's renowned “**100 Series**” in action. Launched during the height of the pandemic as cost-effective, business-enhancing solutions, these printers are designed to meet current market challenges and enable users to drive success despite market uncertainty. With high productivity and

reliability, as well as extreme flexibility to diversify an application range, these highly competitive price-performance printers have already been added to print operations in all sectors.

Don't miss out on this unprecedented opportunity to reconnect with Mimaki and the wider industry, register for free entry to FESPA 2021 or express your interest in touring the Amsterdam Experience Centre here:

www.mimakieurope.com/fespa2021

For more information about products and services from Mimaki, visit www.mimakieurope.com.



Mimaki will showcase its advanced JFX600-2513 LED-UV large-format flatbed inkjet printer at an in-person show for the first time at FESPA Global Print Expo 2021



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