

## MGI to focus on 'differentiation' at Northprint

By Tim Sheahan Thursday, 05 May 2011

**MGI Technology has said that its presence at Northprint will focus on "differentiation" and how customers can add value with its range of print and finishing equipment.**

### 1 comment

The Hemel Hempstead-based company, which is a last-minute addition to the exhibitor line-up at the show, became UK supplier to French manufacturer MGI last year.

MGI Technology supplies digital printers such as the DP60 Digital Press and the MGI UVarnish, which will be on show during the three-day event.

David Evans, managing director of MGI Technology, said Northprint represented a fantastic opportunity for the supplier to raise MGI's profile in the UK.

He said: "Northprint is a good event for us. It will provide visitors with a chance to see some exciting kit including the DP60 Digital Press, which can print on a range of substrates such as plastic.

"Products such as the MGI JetVarnish digital spot UV machine, which won't be on the stand, offer digital spot UV capability, which we feel is a great opportunity for large printers and print finishers to offer a new service to their customers."

MGI Technology is exhibiting on stand M208.

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