

# SCREEN Updates Truepress Logos to Clarify Product Development for Individual Printing Markets

SCREEN Graphic Solutions Co., Ltd. (SCREEN GA) has updated the respective product logos for its Truepress series brand of digital printing systems. The changes are intended to clarify SCREEN GA's development of products and solutions for each of the commercial/publishing, label and packaging markets. The company plans to begin shipping presses bearing the new logos from spring 2023.

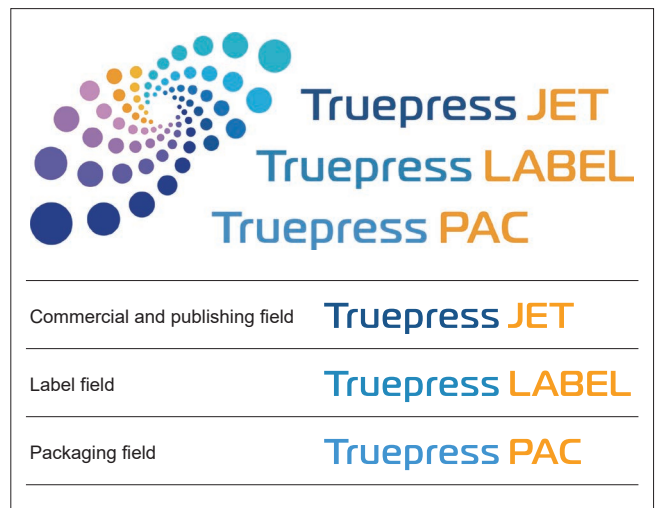
## Outline

SCREEN GA initially launched the Truepress Jet 520 roll-fed inkjet system in 2006. Since then, it has applied its inkjet technologies and software technologies including workflows to develop a wide variety of digital presses and solutions adapted for specific markets. So far, the company has targeted the commercial/publishing, label and packaging fields.

In recent years, expectations have grown quickly in each of these markets regarding the capabilities of digital presses. Meanwhile, the types of solutions required have continued to diversify. In response to these trends, SCREEN GA has been working to better differentiate its development of products and solutions for individual fields and increase its ability to deliver new value to its customers. As part of this process, it has now updated the logo designs and colors of its Truepress series products for each of the three markets above.

The new designs are based on the concepts of tradition and innovation and use traditional Japanese color schemes as well as simple yet refined lettering. With this combination, SCREEN GA intends to communicate its technological strength and ability to innovate to the world. These features have long been associated with companies based in its home city of Kyoto, Japan's ancient capital.

Going forward, SCREEN GA plans to continue its development of products with market-specific branding in order to better differentiate the solutions it can deliver to each field. It is also focused on continuing its efforts as a solution creator so it can provide new value to its customers and through this, promote further growth in its respective markets.



## New brand logos for the Truepress series

Note: Truepress and EQUIOS are trademarks and/or registered trademarks of SCREEN Holdings Co., Ltd. in Japan and/or certain other countries.