

## **Liquid Lens Partners Demak Engineering**

March 2010

UK based Digital Print, Cut & Doming Systems supplier Liquid Lens Europe Ltd, announces a partnership with Dispensing Technology manufacturer Demak Engineering, Turin, Italy.

Liquid Lens will sell and support via its network of distributors a new range of entry level doming machines, developed and manufactured by Demak exclusively for Liquid Lens.

The new products will offer features and benefits normally associated with high volume industrial machines but at a price which will allow customers to enter this profitable, value added product branding technology.

Commenting for Liquid Lens, Managing Director Steve Hastie said: "Full colour personalisation using domed labels has now become a mainstream branding solution often chosen in favour of other traditional printing methods. As a pioneer of short run doming solutions we are delighted that Demak have decided to develop and manufacture small volume automatic doming machines for our market. They are widely recognised as the world leaders in doming technologies and we look forward to increasing sales of their products via our global network of distributors".

Demak Engineering President, Maurizio Gastaldi added "We have been working with Liquid Lens for many years and believe there is a real opportunity in the market for us to introduce our high quality doming technology for short run label production"

Liquid Lens will also represent Demak in the UK and Irish markets for its range of industrial dispensing and cutting machine technologies.

Visit [www.liquid-lens.com](http://www.liquid-lens.com) for more information.

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