NEWS RELEASE

**Roland DG To Reveal New Digital Opportunities At FESPA 2020**

Roland DG will take digital printing to the next level and reaffirm its leading position in Sign & Graphics, Textile & Décor, Retail & Personalisation at FESPA Global Print Expo in Madrid. The buzzing booth will showcase Roland's very latest innovations and established solutions. Find Roland at Hall 7 Booth C60.

**New and award-winning innovations**

Roland will showcase brand new introductions to its range, with announcements in the run-up to the event, plus products which will have their FESPA début in Madrid. These include the award-winning and value-packed TrueVIS SG2 printer/cutter, the powerful all-round performer IU-1000F large-format UV flatbed printer, and the streamlined VersaUV LEC2-300 UV printer/cutter. The VersaUV LEF2-300 UV-LED flatbed printer will also be in action, alongside Roland’s innovative LV series laser engraver.

The multi-award-winning TrueVIS VG2 printer/cutters and stunning RF-640 8 colour printer will be wowing the crowds. For show-goers who are looking to get into digital textile print, or to increase their production capability, the Texart RT-640M, an intelligent multi-function dye-sublimation printer, will be put through its paces. Plus, the Roland Personalisation zone will be packed with exciting hardware and software solutions to help you seize the incredible profit-making potential of product personalisation.

**Discover new digital opportunities**

"For FESPA 2020 our theme is ‘Discover New Digital Opportunities’ with a booth packed with diverse and innovative solutions," comments Stephen Davis, Marketing Director EMEA, Roland DG. "We’ll be sharing some exciting product news between now and the show - come and see us and find out first-hand what's possible with our flexible, reliable and creative technology."

**Creative, Cool, Commercial**

If you’re looking for inspiration for new trend-setting, money-making applications, join Roland DG’s Joe Wigzell at FESPA’s Trend Theatre on March 25th (16.00-16.30). Joe will be presenting an ideas-packed session 'The 3 C's for Your Success – Creative, Cool, Commercial'.

FESPA Global Print Expo 2020 takes place at IFEMA, Madrid, Spain (24 – 27 March).

Keep updated on all the latest news about Roland at FESPA at [www.rolanddg.eu.](https://www.rolanddg.co.uk/landing-pages/fespa-2020)

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**About Roland DG Corporation**Roland DG Corporation is the world's leading provider of digital printing solutions. The company's inkjet printers, printer/cutters and cutting machines are widely used to create a broad range of promotional items including banners, signs, vehicle graphics, stickers and labels, and to provide customisation services for apparel and personal items like smartphone cases. Recently, Roland DG has embarked on a promising new retail frontier by capitalising on individuals' increasing desire to create their own, uniquely designed and decorated items. The company’s COTO business division has developed proprietary design and print management software which enables customers to design their own gifts, apparel and treasured mementos, and to enjoy an unforgettable creative experience.

For more information, please visit [rolanddg.eu](http://www.rolanddg.eu).

**Note to journalists: To schedule one-on-one interviews with Roland DG’s representatives at FESPA, contact Dorien Cooreman at** [**dorien.c@duomedia.com**](mailto:dorien.c@duomedia.com)**.**

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**Roland DG**

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