

## **PRESS RELEASE for immediate release**

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### **Summa announces strong presence at Sign & Digital UK 2011**

Summa will definitely mark its presence at Sign & Digital UK in Birmingham. The company will have its own booth together with ArtSystems (H60) and will also be represented by its UK partners. On various booths, the public will have the opportunity to see Summa's product range including several new products which will be showcased for the first time in the UK.

Summa's F Series will be one of the novelties presented at the show. The F1612 model, Summa's new flatbed cutting table, will be the highlight of Summa's and ArtSystems' booth. The F1612 is capable of cutting sheet and rigid materials, as well as roll stock. Up to three tools can be inserted at one time on the multi module tool holder. For Summa, Sign & Digital UK will also be the opportunity to show for the first time a new tool of the F1612: the electronic oscillating tool.

Furthermore, the environmentally friendly thermal transfer printer-cutter DC Series will certainly amaze the Sign UK visitors. The DC4 now features 3 new ribbon colours: matte silver, matte gold and rose holographic. At the show Summa will demonstrate that these new ribbons offer unlimited creative possibilities.

Of course, Summa's S Class and SummaCut cutting plotters will also be exhibited at the show. They will attract the visitors through their exceptional durability and accuracy.

#### **About Summa**

With 25 years of experience building cutting plotters, Summa delivers highly reliable and accurate products for the sign making, labelling, vehicle wrap, aerospace and outdoor advertising industries. One of the key features of all Summa products is their unmatched durability. Summa's product range includes the remarkably productive S Class and SummaCut cutting plotters, the DC4 thermal transfer printer-plotter and the new Summa F Series cutting table. All Summa cutters come bundled with a wide range of accessories, consumables and software options for both Mac and PC systems.

Summa's European headquarter in Gistel, Belgium, can be reached by calling +32 59 270011 or via the Web at [www.summa.eu](http://www.summa.eu).

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