

NEWS

GENERAL Co.,Ltd.
www.general.co.jp

FOR IMMEDIATE USE

Contact:
Seiichirou Akimoto
OEM Sales
Tel: 81-3-3833-2136
e-mail:seiichiro_akimoto@general.co.jp

Introducing the IQ2392 inkjet cartridge for industrial printing use - Enables the ability to print on aqueous overcoated glossy media

On February 2nd, 2005, GENERAL Company Limited (Osaka, Japan) announced the launch of the IQ2392 inkjet cartridge which is designed for industrial printing use. The new cartridge is based on Hewlett-Packard Company (HP; Palo Alto, CA, USA) Thermal Inkjet Technology (TIJ) HP 45A print cartridge.



GENERAL has entered into a contract agreement with HP Specialty Printing Systems Operation (SPS). Under this agreement GENERAL will develop and market inks using the GENERAL brand that will print on a wide variety of substrates. These inks are in new, genuine HP cartridges targeted for existing industrial OEM printing devices that are based on the HP 45A cartridge. The IQ2392 is GENERAL's first ink developed as part of this new program.

The IQ2392 inkjet cartridge uses an innovative solvent-based pigment ink formulation that successfully prints on glossy substrates such as aqueous acrylic overcoated media at high resolution (45inch/sec., 600dpi x 300dpi).

OEM printers that integrate HP TIJ technology are widely used for industrial printing applications such as mail addressing and package coding. In recent years, there has

been tremendous growth in industrial printing market segments that print on coated and overcoated glossy substrates such as aqueous acrylic overcoated media. The IQ2392 inkjet cartridge creates an expanded market opportunity for OEMs to print on a range of substrates that were previously not available using this technology.

IQ2392 Main Features

1. Enable printing on glossy media

The IQ2392 uses an innovative solvent-based pigment ink formulation developed by GENERAL to print at high resolution on glossy coated and overcoated substrates.

2. Enables high resolution printing

The IQ2392 achieves a printing speed of 45 inch/sec. by 600dpi x 300dpi high resolution.

3. High quality, reliable ink solution

The IQ2392 ink formulation is different from many other solvent based inkjet inks in that it contains a mild solvent. The ink has been developed and manufactured by GENERAL who has over 30 years experience as an OEM printer consumable supplier.

Distribution Channel

- IQ2392 inkjet cartridge can be purchased through OEM printer manufactures and their distribution channels.

“With the introduction of the IQ2392 inkjet cartridge, end-users benefit from the availability of a wider variety of substrates. It incorporates the high print quality, ease of use, and low TCO (Total Cost of Ownership) inherent in this technology. This new product can be expected to be used in applications where CIJ (Continuous Ink Jet) printing systems were traditionally used. The combination of IQ2392 and HP TIJ technology encourages revolutionary changes within industrial printing market applications,” said Masaru Kimura, president for OEM operation of GENERAL.

“The IQ2392 inkjet cartridge meets the industrial printing market requirement of high quality printing on aqueous coated glossy paper. The collaboration of GENERAL’s ink technology and HP TIJ technology expands the scope of industrial printing for HP TIJ - based systems”, said Jim Stewart, HP vice president.

About GENERAL

GENERAL Company Limited is a leading global OEM printer consumables supplier. With 2003 sales of \$190 million, GENERAL has subsidiary sales companies in U.S., Europe and China.