



About Bordeaux

Bordeaux Digital Printink is an industry leader in developing, manufacturing and distributing high quality premium digital inks and solutions. They are a true one-stop offering a wide range of solutions for almost every inkjet technology and application available, including solutions for wide format, textile and more. The company has the knowhow to support ink and printer interaction in all its aspects including ink feeding systems, print head technology and ink compatibility. Their solutions present outstanding features in terms of output, quality and value.

Bordeaux's success is a result of combining its excellent in-house research and development team and scientific strengths in the field of inkjet with its state-of-the-art Nano milling technologies and proprietary formulations for industrial applications exceeding the standard of the original ink. The company's achievements in the field extend to joint venture projects with OEMs benefiting from the continued deployment of the company's exceptional expertise.

Bordeaux first entered the inkjet arena in 1999, along with the global development of inkjet technology. Since then, the company has grown to become a respected supplier of more than hundreds of high quality inkjet inks and technologies to the global digital printing industry as well as a trusted partner to OEM's.

Bordeaux's global activity encompasses over 100 countries, where Bordeaux is recognized as the first choice for highly reliable and cost – effective inkjet inks and coatings, compatible with all printers and print head technologies



The Markets They Serve

Inkjet technology has inspired Bordeaux's founders and the evolutions of the company's products has been a direct result of the market demands. With their R&D team they are independent to pursue such solutions for applications that adopted digital printing in the forefront of technology. The Digital printing applications are numerous and the list is long with more new applications emerging every day.

Bordeaux's primary market is the wide format graphics inkjets which was also the first to embrace digital applications. The shift from the cumbersome analogue printing to digital was natural because of its simplicity, cost effectiveness especially for short runs and its fine quality.

These advantages made the difference for point of sale, outdoor advertising and billboards, forming ad documents and recently direct inkjet printing on textile. The abundance of printing possibilities and ink types as well as the countless printer models inflated the demand for good quality inks which was a natural niche for Bordeaux.

However digital printing has many more frontiers; industrial inkjet such as conductive inks for security and brand protection, 3D inkjet printing for prototyping, packaging inkjet for flexible packaging, tags, labels and marking, electronic inkjet for LCD panels, printed circuit boards (PCB) and recently also in solar panels. Newest applications include also digital printing for biological purposes for use in the medical industry. These innovations are creating new challenges for Bordeaux in new markets.

Bordeaux is already working with leading global companies in diverse applications such as printing on textile for home furnishing applications, toys, fashion items and even printing on electronic devices for specific applications.

Bordeaux believes that once you master the art of inkjet ink manufacturing, perseverance enables adaptation to almost every application.



Innovation

Innovation is a term often used in this technological era referring to technology becoming more complex over time. Innovation in the digital print market enables high-speed inkjet print applications requiring quality, variety and reliability. While technology is a major factor driving innovation, innovation encompasses other standalone values such as business insight and long term strategy.

Bordeaux's Model Of Innovation

Bordeaux's business model and field of operation is all about innovation. The company is a manufacturer of inks and fluid for all wide format digital printer technologies. The company is not affiliated or owned by any printer manufacturer, which enables the company to develop products independently while having full ownership of its IP.

Bordeaux R&D team develops from scratch all the inks formulas required for all the printers. The decision to develop certain products is done by the company management based on market knowledge, experience and very high standards for quality, or in other words, business insight and long term strategy, the essence of innovation.

The innovation, research and reliability in every Bordeaux product is an energy force driving the industry's best entrepreneurs in seeking collaboration and partnerships for new products. We believe that brain storming sessions with the top industry minds will lead to innovation that can drive forward the industry in every aspect; printer & print head technology, inks and future applications in the digital printing field. All these fields can benefit from Bordeaux's vast knowledge.

Mix & Match For Better Conversion

Bordeaux's first Mix & Match™ concept was developed for precise matching of each ink to the original ink for continued printer performance. The precision in both colour and chemical attributes to the original ink, guarantees Bordeaux's ink compatibility to the printer and the smoothest ink conversion from the original manufacturer's inks to Bordeaux's inks.

Our scientists have been able to formulate products that make the transition so natural, you can replace one colour at a time – without the need to waste a whole set of OEM cartridges when converting. With Mix & Match™ technology, full compatibility with the original product is achieved, so users enjoy a host of Mix & Match™ features:

- Use of original ICC colour profiles
- Eliminate the need for pumps/dampers/tubes/wiper replacement during ink conversion
- Savings of up to 40% on equivalent original ink cartridges

Bordeaux's products exhibit an enhanced colour gamut that match and even exceed the original ink but share the chemical properties of the original ink such as viscosity, surface tension and pigment particle size. These parameters ensure highest quality prints, smooth ink flow through the ink delivery system, precise droplet properties, colour-to-colour consistency and the best ink to media interaction.

Bordeaux offers Mix & Match™ inks for all original Eco-solvent and Mild-solvent and for some UV curable inks

Printer Specific – For Better Compliance

The abundance of printer technologies of different manufacturers resulted in a very wide variety of printers of different technologies and for a broad spectrum of applications. The wide choice implies also a wide variety of print head types, which is the heart of every printer and its most expensive component as well as different printer design.

Each printer is differentiated by its unique printing mechanism, ink feeding systems and different chassis design. The differences are catered to by Bordeaux's unique ink for each printer. The different printer design triggered Bordeaux's development of inks which are suitable for specific printers to enhance printing output performance while maximizing the printer's capabilities.

Each type of Bordeaux ink has been formulated for full compatibility with each printer and preceded by rigorous testing on all of them. The inks can be installed on the printers without modifications for fluent printing experience and better results.

All printer specific inks are packaged in OEM equivalent packaging for clean and easy installation and includes a printer-compatible chip.