

Nashua wins award at Africa Print Expo

Nashua Limited has won the award for Best Exhibition Stand - Large Category, at the [Africa Print Expo](#) recently held in Cape Town, South Africa. The award provides further validity of the company's recent decision to pour a substantial investment into leading its expansion into production printing.

"Since Nashua decided to focus intently on the production printing market, we have encountered great success, as according to Infosource we were rated number one in this market in the first quarter of 2012," says Brent Gehlig, Nashua product manager of production printing.

"The award for best large stand at the Print Expo in Cape Town further builds on this success, and is a great recognition for Nashua. It undoubtedly proves our competitiveness in the production printing market, and emphasises the range of impressive products and solutions we have available."

Striving for excellence

The stand showcased Nashua's impressive PROC 651EX colour device, and PRO 1357 EX black and white device, both of which are infused with top of the range technology. It also provided a first-hand demonstration of its variable data printing solutions, and ensured that each visitor to its stand would leave with a personalised "doodle book". Nashua's range of Planet Press and Doc Form software was also showcased.

Gehlig concludes that Nashua will continue to strive for excellence in the production printing market. "Nashua has already made serious inroads into the production printing market and we strive to remain top of mind for clients in this industry that are looking for a solution that works and a relationship that becomes long-standing."

"Moving forward, we intend to entrench our position in the market further, by providing customers an end-to-end intelligent solution that will enhance their processes and save them considerable amounts of time and money."