

DPLenticular presents latest in lenticular solutions at Pamex 2011

Dalkey, Ireland - October 24, 2011 - DPLenticular, the acclaimed European leader in the supply of [Lenstar™](#) lenticular plastic sheets and rolls for the graphic arts industry, announces its presence at Pamex 2011, the International Exhibition on Printing and Allied Machinery Industries. Pamex is scheduled during November 1 - 4, 2011 at Pragati Maidan, New Delhi, India. At the show, DPLenticular will showcase the unique range of Lenstar™ lenticular products and innovations for offset and digital printing applications.

Lenstar™, designed by Pacur in Oshkosh, Wisconsin (USA) represents a 100% recyclable polymer technology that fits a niche market requested by creative agencies as well as commercial offset and digital printers. Daniel Pierret, Managing Director and founder of DPLenticular explains: "With an expected total of more than 30.000 visitors, we think Pamex is the best place to create more awareness for lenticular print in India. At drupa 2008, where we had our own booth in the Innovation Park, many Indian printers were particularly interested in lenticular printing. Since then, the demand for lenticular sheet material has grown steadily to the point where we are now looking into establishing our own local warehouse. This would not only shorten our delivery times, but thanks to an increased efficiency and cost saving, we could also make our pricing more competitive. And that off course is good news for the printers and their clients."

Publicity and merchandising opportunities

With India being one of the emerging economies and also one of the biggest film producers worldwide, the publicity and merchandising opportunities are enormous. Lenticular printing and in particular 3D images can be applied in many promotional and consumer applications such as POP designs, packaging, direct mail, promotional and various card formats. This is great news for the local printing industry in general as it creates new business opportunities. At the exhibition, DPLenticular will showcase many lenticular print samples produced in offset, as well as in flexo print. Including some posters produced on large format digital flat-bed inkjet presses. The latest developments in this field have led to tremendous quality improvements, making this technology very suited for lenticular printing.

"Being at Pamex will also give us the opportunity to talk to many printers and get a good picture of the local market and their expectations," concludes Daniel Pierret. "With over ten years of worldwide experience in lenticular print, I think we are well positioned to help and advice Indian printers in setting up and supporting them in their move to lenticular printing."

We welcome you at our stand 6242 in hall 6, and for those who cannot wait to learn more about DPLenticular and its unique range of Pacur Lenstar™ lenticular sheets, please visit: www.dplenticular.com (in 5 languages) - www.lenstar.org - www.pacur.com - <http://lenstarlenticularprintaward.org> - <http://lenticular-sheets.com> - <http://lenticular-print.com> - <http://dplenticulareurope.com>

About DPLenticular Ltd.

[DPLenticular](#) is the only European company dedicated solely to the promotion and sales of Lenstar™ lenticular plastic sheets and rolls, offering customers in the graphic arts industry the highest quality lenticular sheet material available on the market as well as a reliable technical support and customized training services. Positioned as a premium marketing tool, Lenstar™ lenticular excels at boosting the corporate image and business profitability and is appropriate for use in a large number of applications such as POP designs, packaging, direct mail, promotional and various card formats. Lenticular technology is a high resolution imaging process developed for the purpose of creating visual effects such as 3D, multiple changing graphics or animation. The Lenstar™ lenticular sheets is reverse printed with interlaced images using conventional or UV inks and can accept various types of laminations.

DPLenticular press contact



Daniel Pierret, Managing Director
Tel: +353 1 285 80 72
Mobile: +32 475 498 932
Email: daniel@dplenticular.com
Website: www.dplenticular.com

DPLenticular-LPC Europe-The Lenticular Plastic Company of Europe are registered trademarks of DPLenticular Ltd

www.dplenticular.com

