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# 2015

## BUYERS' GUIDE

# Now showing at Paperworld 2015!

31 January–3 February 2015 • Frankfurt, Germany

## COLOP

Hall 3.0, Stand F10



The Austrian stamp manufacturer COLOP will again be exhibiting at Paperworld 2015 in Hall 3.0, Stand F10. The focus of the whole booth will be the new COLOP Printer, which was presented an international audience at Paperworld 2014 for the first time.

Nearly a year after the launch of the new Printer, one thing is already evident: this product once again underlines COLOP's prominent role as an innovative manufacturer of self-inking stamps. It is another high-quality office accessory, providing a fresh new look for desktops and building on the impressive success story of the current, best-selling "Printer" self-inking stamp.

The global launch events, extending over the entire year 2014, were a huge success. Whether roadshows, stamp maker meetings or fairs—one thing these events all have in common—the new Printer is consistently very well received.

The reaction of the experts is overwhelmingly positive, the product triumphs by its unique, distinctive design and numerous technical innovations. In particular, the simple, fast and highly professional possibility of personalising the ImageCard™—with dimensions previously unavailable in the world of stamps—is seen as a major product advantage and allows the creativity of COLOP partners and customers to be almost limitless.

Especially this product advantage will be on the focus on the COLOP stand at Paperworld 2015. "Mass Customisation", the personalisation of mass products, is one of the current keywords discussed everywhere. People want to give their individuality visible expression. Specific design requests or branding are what end users want. A trend, which is also upcoming in the office products industry, means personalised products are in great demand in this sector.

On COLOP's stand, various personalisation ideas for companies, but also end users will be shown, besides the classical COLOP range. Be it logos, QR codes, a picture from the last vacation, the children or the

pet—COLOP's new Printer always provides the perfect frame for (almost) all requirements.

In addition, visitors can see for themselves how quickly and easily the new Printer becomes a personalised office product by using the newly developed software tools from COLOP. Come and see for yourself in Hall 3.0, Stand F10 where the COLOP team will be looking forward to welcoming you.

[www.colop.com](http://www.colop.com)

## Heri-Rigoni

Hall 3.0, Stand A80

The logo for Heri-Rigoni, featuring the brand name in a stylized, outlined font. The 'H' and 'R' are particularly large and prominent.

Made in Germany

Auch in 2015 wird die deutsche Firma Heri-Rigoni, seit 1961 Hersteller hochwertiger Schreib- und Stempelgeräte, sich als zuverlässiger und innovativer Partner des weltweiten Schreib- und Stempelmarktes auf der Paperworld 2015 präsentieren. Neben attraktiven Sortimentserweiterungen wie dem neuen USB-Stamp&Smart platziert sich der Schwarzwälder