



Media release

ADVAL raise the resolution even higher!

For immediate release
Thursday, October 15, 2009

MELBOURNE – Leading Point-of-Purchase visual merchandising supplier, ADVAL, announce today that they have raised their printing resolution even higher to 105 line ruling setting a new industry benchmark and providing their clients with the highest quality printing services available.

Having already raised the resolution from 45 to 85 line in December 2008, ADVAL's new increase to 105 line is yet another production breakthrough that reaffirms ADVAL in a leading position of the screen printing sector.

The Reality Group have been one of ADVAL's first clients to harness the power of ADVAL's improved printing quality.

Denis Bernar, Production Manager, Reality Group commented, "We recently had some standees produced where certain elements required the detail which can usually only be achieved with offset printing. However, ADVAL screen-printed these elements at 105 line and this more than achieved the detail that I was looking for. An excellent result!"

Phil Smith, CEO, ADVAL commented, "This is a major breakthrough for both screen printing and ADVAL. The only way you can tell its not offset printed is the vibrancy of colours that screen printing is known for.

"This quality level clearly places ADVAL at the forefront of screen printing, not only in Australia but around the globe."

ADVAL has been offering innovative, quality print and digital solutions for in-store and visual merchandising since 1973.

###

For more information please contact:

Melbourne

Phil Smith
ADVAL CEO
philsmith@adval.com.au
+613 9535 1231

Melbourne

Ian Peebles
National Business Development Manager
ianpeebles@adval.com.au
+613 9535 1244