

Hexis Digital Printing Glossary

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Hexis announce the latest release of their popular Digital Printing Glossary. The 2009 edition of the booklet explains the technical jargon relating to digital printing, colour management, inkjet media and materials targeting non-specialists and those who want to familiarise themselves with the specialist jargon of inkjet printing for signage and visual communication.

Previous editions proved to be extremely popular with dealers and end-users alike. The new edition has again been augmented and slightly revised. It also features an inch-metric conversion chart and also includes basic terms thus targeting a wider audience. There are some new entries and others have been revised in order to take into account the latest technology advances.

The glossary list terms that sign makers and printers come across in day-to-day dealings with the digital printing business covering subjects such as colour profiles, ink and media types, printer technologies and basic facts about materials and adhesives.

Paper copies of the glossary are available on request directly from Hexis or from local Hexis dealers. A PDF-file can be downloaded from the Professionals Page of their website www.hexisgroup.com.

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Hexis manufactures a full line of graphic vinyl and digital printing media used for sign making and vehicle markings. The company is based in Frontignan, near Montpellier, France with subsidiaries in Germany, Italy and the United States and with affiliate Hexis companies in the Netherlands, Switzerland and the UK. The group exports some 40% of its turnover to over 40

countries worldwide, while enjoying sales of EUR 37.6 million in 2008.

Martin Kugler
Hexis S.A.
Horizons Sud
34110 Frontignan
France
Tel. 0033-467 18 66 84
Fax 0033-467 18 36 99
e-mail martin.kugler@hexis.fr

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