



## **Portuguese fashion printer Blur diversifies from direct-to-garment to roll-to-roll with Kornit Digital's Allegro & Cut concept**

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### **Adds Allegro to existing fleet of Avalanches, plans to start online ordering platform**

*April 19, 2016* – Kornit Digital (Nasdaq: KRNT), a worldwide market leader in digital textile printing, has announced that its long-term customer Blur of Barcelos, Portugal, has purchased an Allegro roll-to-roll printing system which is used for the full digital production of fast fashion products.

Blur was established in 2012 as a garment printing specialist offering its services to the high fashion industry. Its growth and success is closely linked to the use of Kornit Digital's products. The company started with two employees and one Kornit Avalanche. A year later, in October 2013, Blur purchased an Avalanche Hexa.

In the beginning of 2014, Blur's customer base had grown so much that the company acquired an Avalanche 1000, which is Kornit's flagship model and allows for the highest level of productivity. A second Avalanche 1000 was purchased at the end of 2014.

In November 2015, Blur had 20 employees and was looking to expand and develop its business into a new segment. In line with Blur's quality and competitiveness approach, the company decided to enter the roll-to-roll printing market with the help of Kornit's Allegro roll-to-roll system, the only true one-step solution in the market. It is complemented by a flatbed cutting system from Zund which is part of the "Allegro & Cut" workflow approach demonstrated by Kornit at ITMA 2015.

Mariano Dias, founder and owner of Blur, commented: "The Kornit Allegro matches our ambition for various reasons, starting from its excellent printing quality, and through its extremely simplified process, eliminating the need of other machinery or external processes. Moreover, the Kornit Allegro enables you to print on various fabric types with the same ink set, and it is the most ecofriendly solution on the marketplace, since it uses 100% biodegradable inks."

Dias continues, "As a complement to this project, we will set an online sales platform that will allow customers to print their own personalized fabrics, as well as to order pre-designed fabrics. This platform hence becomes an accessible and useful space for a wide range of creative applications. We plan to target both consumers and corporate customers."

The Kornit Allegro, with its print width of 1.8m, is a single-step digital textile printing system that is designed for high-speed end-to-end production, using Kornit's patented NeoPigment™ printing process. The system features an inline pretreatment technology and works on a variety of fabrics, both natural and man-made fibers and blends. It is the only industrial textile printer available today that integrates all production steps in a single, integrated production line, removing the need for complicated pre- and post-treatments such as steaming and washing. In fact, it is the fastest way from digital designs to the finished fabric. Relying on Kornit's proprietary process, textile companies and brands can shorten their turnaround times, cut intermediators and eliminate inventory cost. Because of its resource-efficient technology, saving energy and water, the Allegro is also a top choice for environmentally conscious manufacturers.

### **About Kornit Digital**

Kornit Digital (Nasdaq: KRNT) develops, manufactures and markets industrial and commercial printing solutions for the garment, apparel and textile industries. Leading the digital textile printing market with its exclusive eco-friendly NeoPigment process, it caters directly to the needs of the entire textile printing value chain, from designers to manufacturers, apparel decorators and fashion brands. With its immense experience in the direct-to-garment market, Kornit Digital is also revolutionising the roll fabric industry with its single step solution that enables printing with a single ink set onto multiple types of fabric and with no additional finishing process. Founded in 2003, Kornit Digital is a global company with offices in the USA, Asia Pacific and Europe and serves customers in more than 100 countries worldwide. For more information, visit Kornit Digital at [www.kornit.com](http://www.kornit.com).

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