

## Kornit Digital receives multi-million-dollar orders for recently announced Avalanche HD6

April 3, 2018

### **Avalanche HD6 redefines competitiveness of digital vs. screen printing by drastically reduced cost per print and high-definition image quality**

ROSH-HA'AYIN, Israel, April 03, 2018 (GLOBE NEWSWIRE) -- Kornit Digital, (NASDAQ:KRNT), a global market leader in digital textile printing innovation, has announced significant sales successes from its newly introduced Avalanche HD6 product. The company reported it has received orders for systems and upgrades totaling over \$5.0 million dollars.

The Avalanche HD6 is equipped with Kornit's HD print engine and the NeoPigment™ Rapid ink, which leads to significant reductions in ink consumption – and therefore cost per print – in comparison to previous Avalanche systems. The HD6 reduces the ink consumption by up to 30% compared to the current "R-Series" version and up to 45% compared to the previous Non R-Series versions of the Avalanche Hexa. The reduced cost per print gives users of Kornit's HD technology a drastically improved competitive edge against conventional screen printing. It has the potential to further increase the adoption and market share of advanced digital printing technologies in the dynamic and growing market of textile mass customization. As an additional benefit, the HD technology produces a refined hand feel of the printed textile equivalent to screen printing – an additional important characteristic when replacing traditional textile printing.

Multiple Kornit customers have now completed their evaluation of the new system generation, confirming the cost per print savings and print quality improvements. As a result, Kornit has received orders from several customers for the new Avalanche HD6 systems as well as upgrades of existing Avalanches. The company reported that orders to date are for a total of over \$5.0 million dollars, which is expected to benefit first quarter results.

Gilad Yron, Kornit Digital's Executive Vice President of Global Business, comments: "We are exceptionally pleased by the speed and significance of the adoption of our latest innovation. We have seen an immediate and clear interest from screen printers in the HD technology, and we see this interest translating into a solid business pipeline at an amazing pace. Looking ahead to the year, we are optimistic to be able to continue the trend of selling new HD systems as well as upgrades for existing Avalanches – the Avalanche platform represents our high productivity product segment, and globally we are looking at a three-digit number of systems that are suitable for upgrading."

The new Avalanche HD6 can be seen in live demonstrations at Kornit Digital's booth at the upcoming Fespa tradeshow in Berlin, taking place May 15-18, 2018 and in Kornit's showrooms around the world.

#### **NeoPigment Ink**

Kornit's state of the art NeoPigment™ Rapid meets the highest environmental regulations, including Oeko-Tex Standard 100 and GOTS V5 pre-approval. Suitable for printing on multiple fabric types, its versatility is unmatched. NeoPigment™ prints have an excellent hand feel, a wide gamut of bright and intense colors, as well as long-term durability and wash-fastness.

#### **About Kornit Digital**

Kornit Digital (NASDAQ:KRNT) develops, manufactures and markets industrial digital printing technologies for the garment, apparel and textile industries. Kornit delivers complete solutions, including digital printing systems, inks, consumables, software and after-sales support. Leading the digital direct-to-garment printing market with its exclusive eco-friendly NeoPigment printing process, Kornit caters directly to the changing needs of the textile printing value chain. Kornit's technology enables innovative business models based on web-to-print, on-demand and mass customization concepts. With its immense experience in the direct-to-garment market, Kornit also offers a revolutionary approach to the roll-to-roll textile printing industry: Digitally printing with a single ink set onto multiple types of fabric with no additional finishing processes. Founded in 2003, Kornit Digital is a global company, headquartered in Israel with offices in the USA, Europe and Asia Pacific, and serves customers in more than 100 countries worldwide. For more information, visit Kornit Digital at [www.kornit.com](http://www.kornit.com).

#### **Press release**

Kornit Digital Ltd.  
12 Ha'Amal St., Afek Park  
Rosh-Ha'ayin 48092  
Israel

Tel: +972 3 908 5800  
[www.kornit.com](http://www.kornit.com)

#### **Press contact**

Oliver Luedtke  
Head of Global PR  
Tel. +49 211 200 55-200  
[oliver.luedtke@kornit.com](mailto:oliver.luedtke@kornit.com)



