

## Kornit Digital North America Moves Closer to Its Customers

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ROSH HAAYIN, Israel, Dec. 13, 2018 (GLOBE NEWSWIRE) -- [Kornit Digital](#), (NASDAQ: KRNT), a global market leader in digital textile printing innovation, has announced that as part of its go-to-market strategy in North America it will initiate an end-to-end direct relationship with its customers, enhancing the existing level of direct service already provided.

The strategic shift will drive Kornit customers to accelerate their growth and success by providing them best-in-class direct access to the latest innovations, customer empowerment programs and application expertise. Kornit's recently opened state of the art Center of Excellence in Englewood, New Jersey, will be fully accessible to customers and prospects.

As the direct-to-garment market leader with cutting-edge technology, Kornit has made significant investments in infrastructure to provide superior best-in-class customer experience to its customers. As previously disclosed, the Company has expanded the United States salesforce significantly during 2018 and expects hiring of customer-facing business professionals to continue through the year 2019.

As a result of this strategic shift the Company has worked with Hirsch International to conclude Hirsch's non-exclusive sales agreement as a distributor of Kornit systems and inks. Kornit will continue to work with Hirsch International through a transitional period concluding on March 31, 2019.

Ronen Samuel, Kornit's Chief Executive Officer commented, "We are excited to move closer to our customers and prospects. We believe it will strengthen our customer relationships and market share, and deepen our partnerships with key accounts. We have consistently invested in our North American operations and have reached the critical scale to expand a direct relationship model with our North American customers. This decision follows many months of careful consideration, a series of investments in talented sales professionals and the opening of our state-of-the art Center of Excellence in New Jersey that is instrumental to our customers and prospects as they seek to get access and knowledge of our full suite of product and services innovations."

Mr. Samuel continued, "I want to personally thank Hirsch International and their team for their work throughout our partnership."

The Company does not expect any material impact to financial results as a result of the termination of the agreement.

### 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

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