

Marabu Alternativ Ink for TrueVIS™ Printer



The German ink manufacturer Marabu offers a new solvent-based alternative ink for wide-format Roland® Print & Cut printer using the TrueVIS™INK. The Mara® Jet DI-TV alternative inkjet ink delivers brilliant and durable prints at lower production costs and easier maintenance than the OEM ink.

Tamm, 28 May 2019 – Mara® Jet DI-TV has been specially developed for Roland® Print & Cut printer operating in the TrueVIS™INK color configuration. Marabu's alternative ink comes with a chip in the appropriate ink cartridge and can be used as usual without any changes to hard or software. All common materials such as PVC self-adhesive films (monomer, polymer and cast films), other PVC-coated substrates such as banner and tarpaulin materials as well as flex foils and suitable papers can be easily printed using the original profiles. Pigments of high fade resistance have been used for Mara® Jet DI-TV in order to ensure long-term outdoor suitability. For fleet marking applications, e.g. transport advertising, suitable overlamination or varnishing is required for increased mechanical protection.



Mara® Jet DI-TV is currently the only alternative ink on the market for Roland® Print & Cut printers using the TrueVIS™INK color configuration. As an alternative inkjet ink, it is part of the Marabu SWITCH IT! campaign. The successful concept includes real alternatives to OEM digital inks. Customers who need original ink for a printer can easily replace it with an alternative product from Marabu's digital printing portfolio. Marabu alternative inks convince with high quality and improved performance while reducing production costs. Available in all common refill systems such as cartridges, bags or bottles, the alternative inks are easily compatible with the original equipment and its components. The digital inks are developed in Germany and produced under the same strict tolerances as OEM inks.

Marabu GmbH & Co. KG



Marabu is a leading global manufacturer of liquid coatings and screen, digital, and pad inks with headquarters near Stuttgart, Germany. Marabu's track record of innovation stretches back to 1859, featuring many industry-first solutions for both industrial applications and graphic design. With its 14 subsidiaries and exclusive distribution partners, Marabu offers high-quality products and customer-specific services in more than 80 countries. Exceptional technical support, hands-on customer training, and environmental protection are core elements of its corporate philosophy. Sustainable business practices are also key to Marabu's vision. These have been implemented

through a number of initiatives, with concrete results – and the company is committed to maintaining this course of action in future. Marabu has been certified to ISO 9001 since 1995 and to ISO 14001 since 2003.

