



Durst Digital Technology Asia Pte Ltd
New distributor for Durst products in South East Asia

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After Jebesen & Jessen (Marketing) Singapore having decided to exit the photo market, Durst Phototechnik AG, Brixen has formed together with the responsible managers for the Durst Business in J&J Singapore, Mr. Kong Hian Low and the service staff of J&J, a new company – Messrs. Durst Image Technology Asia Pte Ltd with the headquarter in Singapore. The newly formed Durst company will be responsible for the sales and services for all Durst products – for the photographic products e.g. Lambda, Theta-family as well as for the inkjet-printing products e.g. Rho family. Durst Image Technology Asia will be responsible for the distribution in all countries of South East Asia, except Thailand on medium format photo product, where Messrs KITI, Bangkok will continue as independent Durst distributor its successful distribution for Durst Epsilon and Theta.

“We are happy, Mr. Piock Richard, CEO of the Durst Group said, “that we can continue our presence and service in this area by working together with the persons, which have been with our line since the last 20 years. They know the customers and the costumers known them as reliable and customer oriented representatives of Durst.”

“I am pleased, Mr. Low stated,“ that we can continue our collaboration with Durst, being able to form a company as partner with this leading manufacturer. The Durst mission – manufacturing products which resolves the production problems of photographers, labs and printing houses and service the equipment to allow customers to make money, has always been the driving factor for our work still under Jebesen & Jessen. Now we can act on our own responsibilities and being tight into the Durst network. A dream has become reality.”

Durst Image Technology Asia has a large spare part stock for servicing the numerous installed base of Durst products and has, as an company to Durst Phototechnik AG, Italy direct access to the service database of the HQ.

Durst Phototechnik AG and its Austrian factory Durst Digital Technology, Lienz are manufacturers of photographic products since 1936, having revolutionized 1n 1995 by the introduction of the Lambda, the first laser-based photowriter the photographic world. In 2001 Durst has introduced as first company a UV-inkjet flatbed printer, the Rho 160 and has introduced since then 3 generations of inkjet flatbed printers thus becoming the leading UV-inkjet manufacturer worldwide.

The Durst group besides the two factories has its own sales & service companies in France, Germany, USA and Great Britain and having more than 350 people worldwide.

**Durst Phototechnik
AG**

Vittorio-Veneto-Straße 59
I-39042 Brixen, Italy
Telefon +39/0472 81 01 11
Telefax +39/0472 83 09 80
www.durst-online.com
info@durst.it