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## Press Release

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FOR IMMEDIATE RELEASE

### Matthews Marking Systems Launches New Print & Apply Product Line

Wilsonville, OR (February 4, 2020) – Matthews Marking Systems, a global supplier of marking and coding systems, has just launched a new line of print & apply labeling systems to their already extensive product offering, called the [MPERIA® A-Series](#).



The latest product line consists of 3 printer body styles: the D43, T43, and the T63:

- The D43 is the smallest system, making it easy to integrate into various production lines due to its compact footprint. It uses Direct Thermal (DT) Technology for printing which requires just one media type, simplifying use of the machine.
- The T43 uses both DT and Thermal Transfer (TTO) for printing, providing the option for short- or long-term readability for longer storage.
- Lastly, the T63 is the largest print & apply system in the line and is commonly used for pallet labeling. The T63 can print and apply labels up to 7"x9.5" in size; greater visibility on larger items like shrink-wrapped boxes on a pallet.

Erik Lundberg, Product Manager for the A-Series, says “The MPERIA A-Series eliminates all the complexity that surrounds traditional print & apply labeling systems. Common tasks like changing out labels and ribbons takes less than one minute thanks to a “one roller” design. Should the thermal printhead need to be



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replaced, the A-Series design allows for the head exchange to occur in less than 2 minutes with no technician or tools required.”



Dean Hornsby, Business Development Manager, adds “The A-Series is incredibly versatile by supporting nine different applicator modes. There isn’t a print and apply label application that the A-Series cannot handle. The same base printer can support many adaptive applicators such as the Pneumatic Tamp, eTamp, QuickTamp, Belt, Blow, and Wipe applicator. We even have a complete Pallet Labeling turnkey system that includes label validation.”

For more information, contact Matthews Marking Systems at 1-800-775-7775 or [info@matw.com](mailto:info@matw.com), or visit [matthewsmarking.com](http://matthewsmarking.com).

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### **ABOUT MATTHEWS MARKING SYSTEMS**

Matthews Marking Systems ([matthewsmarking.com](http://matthewsmarking.com)) is a global supplier of printing solutions for product identification, branding, and traceability. We offer robust and reliable systems of unmatched quality for marking needs across packaging and industrial applications, including a full line of high-resolution inkjet, laser, and drop-on-demand valve jet technologies, high-performance inks, and integrated solutions for marking and coding automation. Headquartered in Pittsburgh, Pennsylvania, we serve customers worldwide through an extensive sales, service and distribution network. Matthews Marking Systems is a Matthews International company.

### **ABOUT MATTHEWS INTERNATIONAL CORPORATION**

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Matthews International Corporation is a global provider of brand solutions, memorialization products and industrial automation solutions. The SGK Brand Solutions segment is a leader in the delivery of brand development, activation and deployment services that help build our clients' brands and consumers' desire for them. The Memorialization segment is a leading provider of memorialization products (memorials, caskets and cremation equipment) to cemetery and funeral home customers that help families move from grief to remembrance. The Industrial segment designs, manufactures and distributes marking, coding and industrial automation technologies and solutions. We have more than 10,000 dedicated employees in more than 25 countries on six continents that are committed to delivering the highest quality products and services.