



As seen in the September 2015 edition of **enX**magazine

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A couple of years ago the distributor UniNet diversified by adding a series of short-run, digital label printers to its product offerings. It was a natural way to branch out.

“UniNet has a worldwide distribution network of sales, service, and support already set up,” states Joe Dovi, COO & executive vice president. “We can get it to any continent or country very quickly.”

Although he’s not convinced this is a good fit for UniNet’s traditional toner customers, he sees an opportunity for the BTA channel with the company’s two flagship models, the iColor 700 and the iColor 900 ([www.icolorprint.com](http://www.icolorprint.com)).

“Manufacturers and label printers



**Joe Dovi**  
UniNet

need to print short runs of labels and right now manufacturers outsource it or they’re buying labels from a large Flexo house or offset company,” explains Dovi. “They have to commit to large runs, there’s lead times, plate

charges, they have to order hundreds of thousands of labels to get a good price, and then end up throwing a lot of that stock out because of regulation changes or other changes [to the labels]. That’s where the short run market comes in.”