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## **Aroma Advertising chooses HP Latex**

With over 15 years in the advertising industry, Aroma Advertising, Dubai, keeps looking for ways to add value to their customers' business across the United Arab Emirates with future expansion plans into Kuwait, Saudi Arabia and Oman.

Aroma Advertising offers a wide range of digital print services that include pop-ups, roll-ups, danglers for your advertising events and many other advertising solutions, such as vehicle graphics.

Aroma Advertising acquired an HP Designjet L25500 60 inch printer to produce its wide indoor and outdoor applications, benefiting in all aspects.

### **One printing system with many possibilities**

The HP Designjet L25500 printer produces signs and graphics on a wide range of flexible media for a diverse range of outdoor and indoor applications, at an outstanding image quality of up to 1200 dpi, creating eye-catching graphics and with a durability comparable to eco-solvent inks.

### **Easy, automatic, low maintenance printing**

The users will experience, an easy and unattended printing with HP Thermal Inkjet technology and automatic maintenance. Even after production, the prints come off the printer dry and ready to be displayed.

### **Environmental friendly**

Reduce the impact of printing on the environment, but also for your print operators and customers. The HP Latex Inks are odorless, contain no Hazardous Air Pollutants (HAPs), are non-flammable and non-combustible, and do not require external dryers for productive operation, keeping the energy costs down.

For more information on HP and its product range please contact your local Dynagraph partner.

Dynagraph traces its roots back to the 1970s. Dynagraph is at the cutting edge of transfer of printing technology.

Dynagraph for Printing Industry Ilc, Dubai serves as a regional hub, operating from the commercial capital of the United Arab Emirates to coordinate all activity in the Gulf.

Dynagraph for Printing Industry Sal (Offshore) and Dynagraph Lebanon sal cover the near eastern markets.

Dynagraph is a small to medium size business with 90 employees.

Dynagraph aims for a balanced product mix between supplies, prepress, press, after press, converting, consumables and services

In prepress with both standard and bespoke hard and software solutions from DTP to high-end systems Dynagraph deals with manufacturers such as Fuji Film Graphic Arts or DuPont.

In press, sheet and webfed manroland is Dynagraph's partner provides a wide range of highly developed presses and services, whether in commercial, packaging or publishing printing.

In after press, our partners in this sector are leading manufacturers like Kolbus, MBO, Schneider\_Senator, Theisen & Bonitz, and others.

Kolbus offers the most extensive machine range in the industry. Hardcover as well as adhesive bound products such as catalogues, magazines, schoolbooks, paperbacks, and a variety of other products.

For special types of projects for the packaging and converting industry, Dynagraph works together with world leading manufacturers and foremost suppliers of products for solid board, corrugated board and flexible packaging industries e.g. Mark Andy, Winkler+Dünnebier,

Dynagraph for Printing Industry LLC  
Corporate Marketing & Communication  
P.O.Box 35495  
Dubai, United Arab Emirates

Press Officer: Diana El Kara  
Phone: +971 4 3477724  
Fax: +971 4 3476761  
E-Mail: delkara@dynagraph.net

**[dynagraph.net](http://dynagraph.net)**



The HP L25500 in operation at Aroma Advertising.