



MEDIA RELEASE

DKSH Japan and ZBE sign exclusive distribution agreement for high-quality LED silver halide photo printer “Chromira”

DKSH Japan K.K.

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DKSH, the leading provider of Market Expansion Services with a focus on Asia, and USA-based optical equipment manufacturing company ZBE have signed an exclusive agreement to introduce and market ZBE’s award-winning silver halide photo printer “Chromira” for the first time in Japan.

Tokyo, Japan, November 1, 2011 – DKSH Japan’s long years of experience in introducing world-renowned suppliers to the local printing industry had made them the partner of choice to launch ZBE’s award-winning “Chromira” in Japan. DKSH Business Unit Technology in Japan looks forward to introducing and launching this first-class product to the large-scale and high-grade photo printing industry, and will provide ZBE with value-adding Market Expansion Services such as structured sales and marketing, distribution, and reliable after-sales service to customers across Japan.

ZBE has sold hundreds of Chromira photo printers in over forty countries worldwide since its launch in 1998. The LED silver halide photo printer has won various industry awards in the digital printer category at the DIMA (Digital Imaging Marketing Association) Awards. Known for its strong performance, high resolution prints, high productivity equivalent to laser printers, its compact size, and cost savings characteristics, Chromira has established an excellent reputation in the international printing markets.

In Japan, silver halide photographic prints have been in constant demand for large-scale advertising photographs, wedding pictures, and portraits that require high-quality photography in subtle colors.

“We are pleased to be selected by ZBE to introduce this first-class digital printer “Chromira” in Japan,” commented Dr. Peter Kaemmerer, President of DKSH Japan. “We expect this printer to be very well-received by the photo industry in Japan and are looking forward to its successful launch.”

About ZBE Inc.

ZBE Incorporated is headquartered in Carpinteria, CA, and has been serving professional imaging needs since 1980, as a pioneer and manufacturer of award-winning commercial photo imaging technology.



ZBE's hybrid LED imaging technology resulted in the state-of-the-art ProLab, as well as its Chromira printers, which produce high resolution continuous tone digital photographic prints. To satisfy demand for reliable and affordable, high-caliber imaging tools, Chromira is offered in several locations around the world.

About DKSH

DKSH is the leading Market Expansion Services Group with a focus on Asia. As the term "Market Expansion Services" suggests, DKSH helps other companies and brands to grow their business in new or existing markets.

With 610 business locations in 35 countries – 590 of them in Asia – and over 23,000 specialized staff it is one of the top 20 Swiss companies ranked by sales and employees. In 2010, DKSH generated a Transaction Value of nearly CHF 10 billion.

DKSH's Business Unit Technology is the leading provider of Market Expansion Services involving technical solutions for capital investment goods and analytical instruments. DKSH Technology's field of competence includes the manufacturing and production, energy, research, food and beverage, advanced metals, and infrastructure sectors with a service portfolio that includes market entry consultancy, project financing, product planning, marketing, sales, application engineering, product sourcing, and after-sales services.

With 89 business locations in 17 countries and over 1,200 specialized staff, Business Unit Technology generated a Transaction Value of around CHF 558 million in 2010.

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