
For Immediate Release in the U.S. and Canada

Bayside Distributing Begins In-House Printing

PHOENIX (February, 2012) – Bayside Distributing, a distributor of high-quality beverages, saw their customer's needs for signage and took advantage of the opportunity. Bayside Distributing recently installed a Mutoh ValueJet 1204GA printer and now provides fast turn-around personalized signage and banners to customers through their existing distribution network.

Since purchasing the VJ-1204GA, Bayside Distributing produces an average 10 banners per week for their customers. However, more and more customers are making special requests for banners to personalize their businesses and promote product specials and events.

"Customers appreciate the higher quality and better graphics that the 1204GA produces, which gives us a leg up on the competition. For us, integrating the 1204GA into our shop was fairly easy and has really expanded our sales opportunities," shares Pete McNulty, VP of Marketing and Advertising for Bayside Distributing. "The print quality is great, but the pre-grommated and pre-welded banner material was the most attractive feature for us, as we do not have the time or resources to do this manually."

Mutoh's ValueJet 1204GA-48" printer is a four color Eco-solvent machine that prints on a variety of roll-to-roll materials as well as Mutoh's patented Ready2Print pre-grommated and pre-welded banner material. The VJ-1204GA has a low cost and a small foot print, making it a great solution for in-house print shops.

"Our new ValueJet 1204GA printer is the only printer with this unique printing capability on the market today," shares Brian Phipps, General Manager of Mutoh America, Inc. "The ValueJet 1204GA is simple-to-use, takes up little space and retails under \$12,000. Because of this, many companies are finding it much more economical to bring printing in-house versus outsourcing."

Bayside Distributing is a diversified distributor of over 24 high-quality beverage suppliers. Since 1948, Bayside Distributing has serviced the beverage needs of bars and shops across the New Hampshire sea border.

To learn more about Mutoh, its products and in-house printing visit www.mutoh.com or call 1.800.99MUTOH.

###

About Mutoh

Mutoh Industries, Ltd. founded in 1952 in Tokyo, celebrates 60 years of business beginning as a manufacturer and distributor of mechanical drafting products. Since then, ISO 9000-certified Mutoh Industries, Ltd. & has become the world's foremost manufacturer of large format piezoelectric printers. In April, 2007, Mutoh Holdings Co, Ltd was established as a holding company of affiliates including Mutoh Industries, Ltd. Mutoh has engineering, manufacturing and distribution centers in Japan, Belgium, Germany, Singapore, Australia, China and Phoenix, Arizona. Please visit the websites: www.mutoh-hd.co.jp for Mutoh Holdings Co, Ltd and www.mutoh.com for Mutoh America Inc., call 1-800-99-MUTOH (800-996-8864) or e-mail us at sales@mutoh.com.

Contact:
Michelle Pugh
480.968.7772 x255
mpugh@mutoh.com

