



BARBIERI
electronic
When Color Quality counts

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BARBIERI electronic and Caldera form Strategic Partnership to further expand their businesses.

BARBIERI electronic and Caldera on August 16th announced an exclusive calibration to RIP multi-year strategic OEM partnership. This partnership is designed to mutually benefit both companies by better serving their end-users, dealers and printer manufacturer partners. The frame of the partnership consists of delivering "state of the art" automatic color calibration solutions to wide format and grand format printing professionals.

"At the beginning of this year we started cooperation with Caldera. The exciting results of these first mutual months drove us to work more closely with Caldera and therefore we decided to enter a strategic partnership," said Wolfgang Passler, Marketing Manager of Barbieri Electronic. "We are convinced this agreement represents a great opportunity to benefit our clients and grow our businesses in the UV and Super Wide format printing market segment,"



Wolfgang Passler, Marketing Manager of BARBIERI electronic and Joseph Mergui, CEO and President of Caldera

"Our users will benefit from the combination of Caldera and Barbieri's leading technology and services, providing them with the most accurate and multipurpose color calibration solutions," said Joseph Mergui, CEO and President of Caldera. "This year's launch of the high end TotalColor automatic measuring table has been a great success. We are very pleased to be able to partner with BARBIERI electronic which has 10 years of spectral measuring technology."

After the great success of the TotalColor including the BARBIERI Spectro LFP, Caldera will be introducing also the Spectro Swing as an OEM product in their product range. This "Caldera Swing" is an affordable, easy to use, versatile and reliable automatic calibration device built to achieve top quality prints from digital output devices. Caldera Swing is a solution for linearization and profiling of photographic and wide format output devices for flexible reflective AND transparent materials with a thickness up to 0,7mm.

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Wolfgang Passler
(Marketing Manager)

About Caldera

Caldera Graphics is an award winning software company, with 16 years experience in imaging technologies, specializing in driving solutions for large format peripherals worldwide.

Caldera's suite of production oriented **Print and Print-to-Cut workflow solutions**, offer color management, imaging and driving solutions for large and grand format peripherals. Each application has its own unique features complying to specific graphic art market needs and reside on the powerful and proven genuine Caldera technology.

Find out more at www.caldera.eu

About BARBIERI electronic

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BARBIERI electronic was founded in 1983 as a manufacturer of densitometers for quality control in photographic processing. In the year 1997 BARBIERI electronic expand their product range with spectrophotometers and software for color management in the digital imaging. Since some years BARBIERI electronic produce special solutions for the large format, wide format and flatbed printing market which are unique worldwide.

Today BARBIERI electronic is an Italian, high technology company which offers their customer suited solutions and an excellent service. Products are sold all over the world either through distributors to the end-user or directly to OEM-customers.

Find out more at www.barbierielectronic.com