

COLOP's e-mark®

## COLOP

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### Press release

Headquartered in the European, Austrian town of Wels, COLOP is one of the world's leading manufacturer of modern stamp and marking devices and supplies to more than 130 countries. With the innovative portable printer, the e-mark, the company is taking the step towards digitalisation.

#### What is the e-mark?

The e-mark is a mobile portable printer as well as a digital stamp based on inkjet technology and works in combination with an app. This makes it possible to apply individual full-colour imprints on a variety of absorbent materials (from paper to wood) with a simple sideways movement.

With a free app for smartphones, tablets (Android or iOS) and a software for PCs, unlimited imprint designs can be created. Via Wifi, the data is sent to the e-mark and can then be printed instantly. The **e-mark app** includes ready-made templates and offers a range of special functions. Texts or images such as uploaded company logos or photos can be printed in full color in a very flexible way. Automatic date, time or numbering functions are included as well as a barcode and QR code generator and many more features. Together with the COLOP e-mark label forms even non-absorbent materials can be marked very simply.

The technology is perfect for various business and private applications as well as being an ideal mobile phone accessory.

#### The e-mark gets creative

With the new creative edition of the mobile printer, **e-mark create**, COLOP has also been setting new standards in the handicraft, decoration and hobby world since the middle of this year. The free and specially developed, **e-mark create app** contains a colourful hodgepodge of ready-made templates for parties and DIY ideas: imprints for wedding cards, children's birthdays, Christmas parties, Father's or Mother's Day, Halloween, Easter, for school or for labelling jars of homemade jam. From your own organisation system to the production of individual jewellery: there are hardly any limits to creativity.

#### Cooperation with HP

Due to the cooperation with Hewlett Packard SPS (HP Specialty Printing System), the e-mark contains a cartridge of the latest printing technology.



### COLOP Digital

In 2018 COLOP has founded its own company to handle further development of digital and electronic marking devices - COLOP Digital GmbH. Starting in January 2020 COLOP Digital took over the worldwide distribution rights of the Printbrush XDR from the Swedish company Printdreams AB.

### Awards for the COLOP e-mark

COLOP's e-mark has already received several national and international awards for innovation as well as for design: The e-mark won a prize in one of the world's largest design competitions: the prestigious **Red Dot Award 2019**. It obtained an Honourable Mention in the category Product Design, which the renowned jury awards for products due to their level of innovation, functionality, formal quality, longevity and ergonomics. Recently the e-mark awarded an **IF Design Award 2020** as well as the **EOPA Award 2020**.

In Austria, COLOP's mobile printer was awarded the **Upper Austrian Innovation Award 2019**. In Germany, it won a **German Design Price 2021**. In addition to the Benelux Office Products Award 2019 in the "Office Supplies" category, it won the Stationers' Innovation Excellence Awards 2019 in the UK in the Product Design category. This was followed, among others, by the gold medal at the marketing fair in Poland, the Product Excellence Award 2019 in Singapore and the Product Design Award 2019 in Cuba.

### New app functions, new areas of application and new accessories

Functions in the app, developed in-house and free of charge, are continuously being extended. For instance, the option to import data from CSV files, which enables sequential printing, or the desktop version make useful additions to the app.

An extensive collection of accessories, such as a range of labels, cotton ribbons or bracelets have been developed, which open up many new areas of application. Simultaneously, practical support accessories for exact handling and positioning of the e-mark on ribbons or other surfaces have been developed, such as a ribbon guide and a ruler.

### Huge potential for the future

COLOP today operates in three business areas: the classical stamp sector, the business electronic area as well as the field of arts and crafts. Especially in the last two areas COLOP expects exciting developments with the e-mark in the near future. As the e-mark is very promising for the American Market, COLOP Digital presented the e-mark at the International Consumer Electronics Show (CES) in Las Vegas for the first time, in January 2020.

Further information at: [www.colop.com](http://www.colop.com) and [emark.colop.com](http://emark.colop.com)

### Brief information about the exhibitor

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