

For Immediate Release

Roland DG announces launch of the “Roland DG Authorised Dealer” program

Sydney, NSW, 10 August 2006 - Roland DG Australia Pty Ltd and Roland DG New Zealand Ltd have embarked on a marketing program in Australia and New Zealand designed to educate and protect customers who wish to purchase genuine Roland DG products with full manufacturer warranty and service through the new “Roland DG Authorised Dealer”™ program.

Roland DG has long been a market leader with strong brand recognition along with an extensive support network and high product expectations. Customers are not always aware if they are buying a product that comes with the full manufacturers support until now.

Roland DG’s Authorised Dealer™ program will provide an easy means for customers to distinguish a dealer who has the direct backing of the manufacturer through the Australian and New Zealand companies along with an unparalleled high level of support and service across the Roland DG product range (including the 5 year “heads and all” warranty on qualifying machines) from Roland DG.

Roland DG will commence and include in its marketing campaigns the logo below which when a potential customer sees the “Roland DG Authorised Dealer” logo they can be assured that they are purchasing a genuine Roland DG manufacturer backed product.

For more information on the Roland DG Authorised Dealer contact Roland DG in Australia 1-800-500-119 or New Zealand 09-309-8104.



Roland DG

Headquartered in Sydney, New South Wales, Roland DG Australia and New Zealand is locally represented through a network of over 60 dealers and 20 service centres. A partnership between Roland DG Corp. Japan a worldwide leader in the sign, graphic arts, fine art, photography, engraving and 3D modelling industries and local investors.

Roland DG is ISO-9001 and 14001 certified. Roland pursues both environmental protection and continuous quality improvement. Under the philosophy of preserving the environment and human health, Roland DG is actively working to abolish organic solvents in production, to reduce and recycle waste, to reduce power use, and to purchase recycled products. Roland DG constantly strives to provide the most highly reliable products available.

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