

BURGO GROUP IN PARTNERSHIP WITH HP LAUNCHES EVO COATED AT HUNKELER INNOVATIONDAYS

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Burgo Group releases on the market its new full coated paper designed with HP Inc. to introduce a new generation of inkjet printing papers conceived for high-speed inkjet printing technology.

EVO Coated will be presented at Hunkeler Innovationdays, which will be held from 27 February to 2 March 2023 in Lucerne, Switzerland.

The new product is certified ColorPRO, it doesn't need any primer during printing, and is compatible with all existing HP inkjet presses as well as the newest generation ones.

The launch of EVO Coated enriches the Burgo offer for the highest quality segment of the inkjet market by providing excellent image reproduction coupled with optimal productivity and quality consistency.

*"Burgo Group is making significant efforts and investments in creating new paper products to embrace all customers who are ready for a transition to digital printing methods. Digital printing technologies are increasingly widespread, and our goal is to be present in this market as a valuable partner" says **Tomaso Esposito**, Head of Marketing and Sales Europe for Burgo Group. "To design a new product, it's required both paper and print technology knowledge, so the partnership with HP allows all our products to be in the front line and ready to always guarantee customer satisfaction."*

*"HP is committed to bringing market-leading innovation to production inkjet," says **Bret Funke**, Global Head of HP Media Supplies & Solutions. "The market is growing rapidly year-over-year and it's exciting to see our partner, Burgo Group, launch a new line of coated papers with HP ColorPRO technology to address the increasing demand from our customers interested in printing high-value applications for their clients and brands."*

Four grades are today available for ColorPRO Technology: EVO Coated Gloss, and EVO Coated Satin, the new reference coated papers that really put image reproduction to a higher performance in inkjet printing, available in 130 gsm; EVO Bright Silk, recognised for its high smoothness and coated feel, produced in a wide grammage range from 65 to 135 and, last but not least, EVO Cosmo, with substance from 70 to 90 gsm, for a natural feel and touch.



BURGO GROUP

Burgo Group is a leading European manufacturer of papers for communication, speciality papers and paper for corrugated cardboard. The Group constitutes an actual 'system' developed around the world of paper: production, distribution, paper recycling and processing of forest products, but also factoring and energy. A complete range of high quality products, an aptitude for research and development of innovative solutions, and a strong focus on the environment: this is how Burgo Group has established itself as a key partner in the communication, printing, publishing, converting and packaging sectors, thanks to a business vision embedded in a wider system. It is no coincidence that the Burgo Group makes sustainable development and the principles of the circular economy a key aspect of its business and this is apparent in all its processes, from the purchase and use of resources, to the recovery of waste water and the optimisation and reuse of waste for energy production. The Burgo Group carries out its industrial activity through 10 plants, 9 in Italy and one in Belgium, with 13 production lines.

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