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PRONEXT and PRO TECHnolgy set to unveil pioneering printing innovations at the Saudi Signage Expo 2024

RIYADH, Saudi Arabia- PRONEXT Saudi Arabia, in partnership with PRO TECHnolgy ME is gearing up to make a substantial impact at the Saudi Signage Expo, scheduled to take place from March 5-7 2024. The company will officially launch its operations in the Kingdom of Saudi Arabia and showcasing cutting-edge innovating printing solutions during the three-day show.

PRONEXT, with this strategic partnership with PRO TECHnolgy will be extending full technical, operational, and administrative support locally to the Saudi customers and will make all printing solutions and products of PRO TECHnolgy available to its clients. This strategic move represents a logical step and aligns perfectly with PRO TECHnolgy's commitment to providing top-notch and unique printing solutions regionally. The Saudi Signage Expo serves as the perfect platform to celebrate this milestone while demonstrating PRONEXT's dedication to advancing the printing landscape in the Middle East.

Commenting on the participation in the Saudi Signage Expo, Jamal Maraqa, Managing Director of PRO TECHnolgy ME, said: "We set a goal of taking our advanced printing solutions to cover the whole MENA region and KSA market is our top priority at this stage and the establishment of PRONEXT headquartered in Riyadh was in line with our commitment to serve the KSA clients and offer them our professional support locally. The company will use SSE to showcase eco-friendly inks, signage solutions, and a firm commitment to ambitious environmental goals.

PRONEXT is set to launch several groundbreaking products for the first time in the Saudi Arabia during the signage expo: the Direct Color Systems UV44-DTS Midformat UV Flatbed Printer, LSINC's PeriOne Cylindrical 360-Degree printer, and the IMAGO Food Decorator. These innovative technologies promise exceptional print quality, versatility, and efficiency, addressing diverse needs within the printing & industry in the Kingdom.

PRONEXT's vision is to contribute to sustainable practices within the printing industry. The Saudi Signage Expo holds particular significance for PRONEXT, not only as a platform to introduce its presence and expansion plans in Saudi Arabia but also in

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anticipation of substantial growth potential in the region within the printing and gifting industry. As the industry continues to evolve, PRONEXT is well-positioned to contribute to the flourishing printing landscape in the region, driven by digital advancements, personalized products, and sustainable practices.



Attendees are invited to visit PRONEXT at Hall 1 Stand 1C19 during the Saudi Signage Expo to witness the latest cutting-edge technologies that are set to redefine the printing & signage landscape in the Saudi region.