

# Mimaki launches new website with focus on endless application possibilities

**Features more interactive and intuitive user experience and fresh corporate look.**

Mimaki is one of the leading manufacturer of wide-format inkjet printers and cutting systems, announced the launch of a brand-new Mimaki Europe website. The new site is designed to provide visitors with a more interactive and intuitive user experience, inspiring them with the endless application possibilities enabled by Mimaki's broad array of digital printing and cutting solutions.

"Websites should

never be static; they need to be frequently refreshed," said Danna Drion, Senior Marketing Manager EMEA at Mimaki Europe. "With the launch of this totally redesigned site, Mimaki Europe has taken this to heart by researching the most current and effective web design trends, gathering visitor feedback and more to create what we believe will be a highly inspirational experience for visitors. Not only will visitors have faster and

easier access to information about Mimaki solutions, they will also be inspired by a very wide range of applications to take their own businesses to new levels of profitability and competitiveness. On top of that, we will feature more educational material, informative blogs, and customer stories for a truly quality experience. We are also pleased to unveil a fresh corporate look with the launch of our new website." ♦

