

# Caldera distributed by AT Design in Russia

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КОМПЛЕКСНЫЕ РЕШЕНИЯ  
atdesign



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Caldera's production oriented Print and Print-to-Cut workflow solutions for grand and large format will be distributed in Russia by digital printing specialist AT Design.

The AT Design company was established in 1997 as a distributor of Sericol products for screen printing in Russia and CIS countries (except Ukraine). As the market grew the company began diversifying into other segments: UV narrow web, optical media and digital. The company started off with just two people and have now grown to 70 people working in the Moscow office and 10 in the St Petersburg affiliated company. AT Design's philosophy is to provide complete solutions with technical support to customers.

The Digital segment of the Russian market shows dynamic growth and development, "We believe this is the future and Caldera will allow us to complete the offer for digital customers. Today we offer inks, substrates, profiling services and technical support but no software."

The large format business in Russia is especially growing in the regions, whereas the Moscow and St-Petersburg markets are mature and almost saturated.

Evgenia Dryagina, AT Design's Marketing Manager for Wide Format, believes that Caldera has the best productive solution to cover the market needs for a workflow solution capable of driving various printers with one RIP and offering the best color profiles for the Sericol Inks on different machines.

"Caldera has a similar philosophy and approach to ours : service and quality".



Caldera software packages are "production oriented" with an emphasis on speed AND color quality. With 15 years experience in developing RIP imaging solutions and technology, Caldera Graphics has thousands of corporate customers worldwide.

Find out more at [www.caldera.eu](http://www.caldera.eu)