

Taiwan's Long New Industrial Co., Ltd. and Germany's Hummingbird Group Form Strategic Alliance to Expand Global Footprint

Taipei, Taiwan – November 22, 2024 – Long New Industrial Co., Ltd. and Hummingbird group which owns Rotodecor GmbH, a long-standing expert in rotogravure printing and surface finishing systems and PadaLuma Ink-Jet Solutions GmbH (Palis), an agile expert for innovative digital printing systems, today announced the formation of a strategic alliance. This partnership aims to combine the strengths of both companies to expand their global reach and offer innovative solutions to customers across various industries.

By leveraging their respective expertise and experience, Long New and Hummingbird will collaborate on research and development, manufacturing, sales, and marketing efforts. This alliance will enable both companies to penetrate new markets, provide comprehensive solutions to customers, and drive growth.

"We are excited to partner with Hummingbird, a renowned company in the printing and coating industry," said Alex Lai, the GM at Long New. "This strategic alliance will allow us to offer a wider range of high-quality printing and coating solutions to our customers and strengthen our position in the global market."

"We are delighted to join forces with Long New," said Mr Thomas Schmid, the Hummingbird's Representative. "Our collaboration with Long New is an exciting opportunity to combine our strengths and offer both companies' customers around the world with enhanced printing and coating solutions, and we believe this partnership will lead to significant growth and innovation."

The strategic alliance between Long New and Hummingbird marks a significant milestone for both companies. By harnessing their collective expertise, the companies are poised to deliver groundbreaking solutions and achieve significant growth across global markets.

About Long New Industrial Co., Ltd. Based in Taiwan, Long New Industrial Co., Ltd. is a leading manufacturer of industrial printing, coating, and laminating machinery. With a focus on innovation and quality, the company offers a wide range of solutions to customers across various industries. For more information about the company, please visit www.long-new.com

About Hummingbird, Headquartered in Germany, the international group is one of the leading providers of industrial solutions for the decor and packaging industry – from analog and digital printing machines to systems for finishing and processing to digitization solutions. For more information about the company, please visit <https://hummingbird-cs.com/>

For more information about the strategic alliance and upcoming product offerings, please contact:

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