



# COPPERHEAD



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## M&R & DCC Group Create M&R Global Alliance

07 August 2020: M&R Printing Equipment, the world's largest manufacturer of screen printing equipment, and DCC Group, Asia's largest provider of complete printing solutions for the screen, sublimation, and direct inkjet printing technologies, have formed a new venture named M&R Global. M&R Global is a strategic alliance to engineer, manufacture and source innovative, high-performance garment decorating equipment and graphic screen printing equipment solutions.

Commenting on the creation of the new Alliance, Danny Sweem, CEO of M&R Printing Equipment, said, "The partnership with DCC Group is a strategic growth opportunity to expand M&R's development and manufacturing operations beyond North America to better serve the global screen printing markets where M&R has always wanted to expand our presence. To have the opportunity to undertake this initiative in conjunction with the DCC Group of Companies, a trusted partner of M&R for over 20 years, is especially gratifying."

As a first step, M&R Global alliance has launched the Copperhead line of screen printing equipment. These include a carousel and oval-format textile automatic presses, graphic flatbed presses, gas-fired and electric curing systems, and a complete range of prepress and on-press accessories. All the Copperhead range will be manufactured in India by 3Q Printing Technologies, a subsidiary of the DCC Group of Companies.

M&R Global Copperhead equipment will be brought to market and supported by M&R's worldwide distribution network in over 75 countries. "M&R and DCC's strategic alliance is a testament to the long history of cooperation and mutual respect between two companies. "What energizes me most is the passion and commitment of everyone on the M&R Global team to provide customers with industry-leading equipment solutions," Narendra Dadia, Chairman of DCC Group of Companies.

The combination of expertise and experience from M&R and DCC creates a unique synergy for the new alliance. M&R, for almost 35 years has excelled in the design, development, service, and support of high-performance screen printing equipment, and has built an extensive worldwide distribution network. Founded more than 42 years ago, DCC has created the finest ecosystem with its end-to-end solution for fashion, sports, home textile and signage application and it's backed by training and showroom facilities. As part of the new alliance, 3Q Printing Technologies brings innovative engineering and exceptional product design expertise to the venture.

In the words of Dhaval Dadia, Managing Director of DCC Group: "At the core of strategic alliance with M&R is that there will be shared values of both companies, which are rooted in caring for our customers, associates, and communities. It is extremely important to DCC that customers purchasing M&R Global Copperhead equipment should have full access to the legendary service and support that has made M&R the most trusted equipment company in the garment decorating and graphic screen printing industry."

Commenting on his role as Managing Director of 3Q Printing Technologies, Bhargav Mistry, said: "We see the M&R Global Copperhead alliance as the next stage of our evolution since joining the DCC Group as their manufacturing arm. While I am proud of the design and manufacturing capabilities of 3Q, I see tremendous value and opportunity in collaborating with M&R's Engineering and Product Development teams to optimize the performance of existing equipment and to undertake the development of the next generation of garment decorating, and graphic screen printing equipment."

As disclosed by the new Alliance, Engineering and design for the new Copperhead line of products will be undertaken in Mumbai, India, and Roselle, Ill, USA while manufacturing of all equipment will take place in Mumbai.

The complete line of new Copperhead range of products will be brought to market under the M&R Global brand and will be available outside the U.S. from select distributors throughout the world. A limited number of Copperhead products chosen to complement the existing M&R lines will be available in the U.S. from M&R's network of distributors.