



Trade Show Displays | Event Marketing | Branded Environments

Where Better Ideas Are Built

PRESS RELEASE

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APPLE ROCK ANNOUNCES THE ACQUISITION OF TWO NEW STATE-OF-THE-ART PRINTERS

Greensboro, NC – Apple Rock Displays, a leader in trade show and event marketing solutions, is excited to announce the acquisition of two state-of-the-art printers: the **HP Stitch S1000 126-inch Dye Sublimation Printer** and the **HP R1000 Flatbed Latex Printer**. These new additions represent a significant enhancement to Apple Rock's graphics capabilities, enabling the creation of high-quality, cutting-edge designs for clients.

The new printers expand Apple Rock's ability to produce vibrant graphics on a variety of materials, including fabric and rigid surfaces. The **HP Stitch S1000** excels in dye-sublimation printing, offering exceptional results on textiles for trade show displays, backdrops, and other soft signage. Meanwhile, the **HP R1000** brings versatility to the table with its ability to print with white ink, making it ideal for backlit and front-lit applications.

"Our new printers are game-changers for our graphics team," said Eric Burg, President and CEO of Apple Rock Displays. "These machines allow us to push the boundaries of creativity and provide even more impactful solutions for our clients."

Training is currently underway with representatives from HP to ensure Apple Rock's graphics team fully utilizes the printers' advanced features. Once complete, Apple Rock plans to showcase the printers' capabilities, giving clients a firsthand look at the innovation driving their projects.

This investment underscores Apple Rock's commitment to staying at the forefront of technology and delivering exceptional quality in all aspects of trade show and event marketing.

For more information about Apple Rock Displays and its enhanced graphics capabilities, visit applerock.com.

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About Apple Rock Advertising and Promotions, Inc.

Since 1988, Apple Rock has been a leader in nationwide full-service event marketing, specializing in innovative custom design, display rentals, strategy, engineering, and fabrication. From live and virtual events to branded environments, Apple Rock delivers impactful solutions that captivate audiences and deliver results. With headquarters in Greensboro, NC, and locations in New Jersey and Las Vegas, Apple Rock has earned industry recognition for innovative designs and exceptional client service. Learn more at applerock.com.

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For more information on Apple Rock: <https://applerock.com>