

## American Technology “ATI”



### GOOD NEWS

ATI, More than 25 years in the IT distribution business, is the Philippines’s premier information technology Company. Leveraging its decades of expertise in total technology solutions, ATI offers value-added services in key areas such as IT Consultancy, Imaging, Printing & Documentation Solutions, and a wide range of Support & Services.

With a field expertise of over 2 decades in Documentation Industry, ATI is poised to hold majority of the market share in the Philippines Market printing Industry. ATI is the undisputed leader in the Philippines market when it comes to PDS business.

As a part of its logical vision, ATI has spear headed into Hi-Speed Cold Fusing Variable Data Printing industry. ATI has strategically partnered with NIPSON TECHNOLOGY, France – one of the players in Digital Printing Cold Fusing & Magnetography Technology, to address & continuously meet these ever increasing customer expectations in the field of digital printing applications in the Philippines. ATI’s position in the Philippines & Nipson’s reputed Digital Printing cold fusing technology will for sure make a mark in the Philippines Printing Industry. **ATI’s President & Chief Executive Officer Mr. Boy Co says “Philippines’s rapid expansion in the Telecom, the Banking segments, Security segments has opened up huge opportunities in transactional, labeling, barcoding, and security printing. With Nipson’s high speed, cold fusing and Magnetography, we are sure, would be grabbing major share in this market. In**

**fact, Philippines's some of the largest printing facilities are equipped with Nipson Technology variable data printing solution''**

Further information can be found at company's website: [www.ati.com.ph](http://www.ati.com.ph)