

Press Release

Trident announces the launch of TRIDENT DIGIPRINT™ PAPER

New Delhi, November 02, 2015: Trident Limited, the flagship company of TridentGroup and the world's largest wheat straw based paper manufacturer introduces a new product to its product portfolio - Christened as "Trident Digiprint™", the product is positioned as premium paper specially suitable for digital printing applications.

The product was launched at Taj Man Singh Hotel, New Delhi during an event attended by Mr. Rajinder Gupta, Chairman, TridentGroup, top management of the company and the prominent dealers and distributors.

Speaking at the event Mr. Rajinder Gupta, Chairman, TridentGroup said, "At Trident, we believe in sustainable development and being a responsible company, we are following the same belief. Trident Digiprint is manufactured using wheat straw based material. It is an eco friendly paper, a great value for money product that delivers high quality output for high resolution printing." The product boasts of 100 GSM specification with 92% brightness, that is excellent for letter head, brochure printing etc.

Commenting on the move of launching the digital printing paper, Mr. Abhishek Gupta, CEO, Trident Limited said, "As always, Trident Digiprint is designed and developed keeping in mind the end user and we have ensured that this paper meets the changing needs and preferences of the customers closely. We have entered an evolving market segment with an objective to acquire a major market share and become a market leader over a period of time."

Using advanced technology in wheat-straw pulp based paper manufacturing, the company is able to progress towards sustainable growth by reducing input costs and adding environmental sustainability. Trident uses its by-products to generate co-generation power to save energy cost and has its focus on producing eco-friendly paper.

About Trident Limited:

Trident Limited is the flagship company of TridentGroup, a USD 1 billion Indian business conglomerate and a global player. Headquartered in Ludhiana, Punjab, Trident is the largest terry towel and wheat straw pulp based paper manufacturer in the world. The Company operates in two major business segments: Home Textiles and Paper and its manufacturing facilities located are in Punjab and Madhya Pradesh. Trident uses its by-products to generate power to save energy cost and has its focus on producing eco-friendly paper while using Elemental Chlorine Free (ECF) pulp to reduce environmental impact. Trident's customer base spans over more than 100 countries across 6 continents. Some other paper brands currently offered by Trident are Trident Royal Touch, Trident Spectra, Trident Eco Green, Trident Natural, and Trident My Choice and the brand enjoys a major market share in domestic market.

For more information, please visit www.tridentindia.com OR contact:

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