

**INTEGRATED SYSTEMS, NOT SINGLE PRODUCTS:
Printmateria Chooses Elitron Kombo TH Super Cutting Plotter**

Case History Printmateria-Elitron

An Article from Graph Creative



Printmateria, a Veneto-based company with headquarters in Treviso, has been in the Digital Printing and Visual Communication market for more than 30 years.

Founded as a photo lab, it has invested in new technologies from the very beginning, moving from translator of images to a true translator of things, such as large-format prints, set-ups, displays and 3D prints. These are the scenarios and markets in which the company operates.

A world in continuous evolution, where, in addition to the technologies of the printing plotters, the action of the super-cutting-plotters from Elitron, a company from the Marche region, specialist in CAD/CAM cutting systems for large format digital printing, becomes essential.

The development of new production processes and the choice of the Kombo TH super-plotter are presented to us by Pino Perri, Printmateria's managing director, who illustrates the company's current line and future moves.

Who are your customers and how are their requests evolving?

"We serve all companies which need to represent themselves at the sales point, through images, posters, stands and displays, but also companies which need to create their own space at trade shows, where they can be well identified and displayed. Over time our customers have realized that it is important to find a structural corner where they can be well identified, especially those companies needing an aesthetic story, such as in the fashion industry."

What is your concept of innovation and what must a company do today to call itself innovative?

"For us, to innovate is being able to shape matter, rewarding it with beauty, not just aesthetics. The final perception of our product should communicate care and thoughtfulness, that's why we feel more like artisans than producers'.

How did you get to know Elitron?

"We met Elitron at Viscom exhibition in Milan, a few years ago, and we were very impressed, not only by the high level of innovation of their systems, but also by the attention and incredible helpfulness of Elitron's CEO, **Giuseppe Gallucci**, a man who immediately conveyed to us his love for his business, which he carries on without neglecting research and creativity, and made us fall in love with his systems right away."

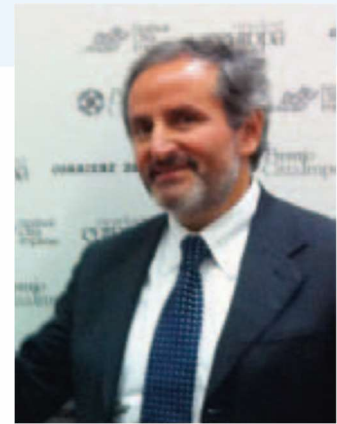


What was particularly appreciated about Elitron?

"Beyond the extremely positive human impact, which took place at the exhibition, Elitron is a product available at 0 Km, i.e. 100% design and *made in Italy*. Working with Italian companies with a high level of technological and innovative content can only be an investment, not only for our market, but for the entire country."

What needs drove you to make this major investment in Elitron? Why did you choose Kombo TH?

"We chose Kombo TH because thanks to the double cutting head it allows us to increase production and reduce processing time, but not only: the cutting head can be equipped with more tools and is able to process more materials (even different ones!) during the same working session. An investment with a very fast *payback*, which has allowed us to take advantage of very useful technologies such as the High Resolution Video Projection system, essential for rapid prototyping, which optimizes the yield of the material to be shaped by a simple click; and the Seeker System®, which recognizes the images imprinted on the material by 2 cameras, automatically loads the relevant cutting files, performs precision recentering and starts the finishing phase."



Pino Perri
*Printmateria's
managing director.*

What benefits does it offer?

"Satisfying our customers quickly and effectively has always been our goal. The double cutting head gives us double speed, double productivity, double output and half the working time. We couldn't ask for better, we can be accurate even on the most critical materials such as forex, dibond, pvc, cardboard and corrugated, in no time and with very high material yield."



Images, messages, brands, everything can be fixed on any kind of material up to 4 cm: plexi-glass, glass, fabrics, corrugated cardboard, wood, metal, tiles, posters, interior walls, booths, show rooms, restoration covers, today all uses are possible.

What new scenarios has this innovative system uncovered for you? Have the new worlds that have opened up led to new opportunities?

"Elitron has contributed to an important transition for our company, which has evolved from the visual representation market to the structure market, i.e., the creation of functional space complements. By adapting to the needs of the market, we have been able to grow and carry on our philosophy, offering integrated solutions and not just products, a rule that we have in common with the Marche company."

What should a company like yours do today to make a difference?

"Being in the market and successfully promoting your company is not only a matter of numbers, but also and above all a matter of honesty. A quality that over time our customers have been able to recognize and reward us with their trust."

What more does your company offer today?

"Definitely knowledge of materials and awareness of their use. The versatility of the service offered no limits on the application of printing on all kinds of media. It is possible to print on materials of different textures and compositions such as rigid, soft, cardboard, glass, plastics and offer active technical support ready to study together with the customer the optimal solution."



Printmateria: company headquarters

What will be the future developments and new projects?

"Useful forms and experimentation, that's what our future challenges and current guidelines are. In all our work we try never to neglect the usefulness of the final product. It's no coincidence that our logo says *Beautiful is useful*, we are not the types to settle, we work for our and our customer's total satisfaction".

Perri concludes: *"Innovation, service, and expertise are the strengths of a company that not only pays special attention to technological innovation, but also considers the expertise of its staff to be the basis of the successes achieved."*



ROBOTIC CUTTING INTELLIGENCE

In the first place are the people, our employees, our company has about 20, including commercial, technical and administrative staff. It is from their well-being, their great potential and the great human factor, that our company produces and collects great results”.