

As part of the renewal of the equipment park, the Umbrian company introduces its third Elitron, a Kombo SDC+, connected in-line with a 3.3m printer

Stampaestampe.it streamlines its cutting workflows to grow in web-to-print



di Lorenzo Villa, Italia Publishers

The history of Stampa & Stampe begins in 2002, when its founders, Marco and Giovanni Vicario brothers, and co-owners of a communication agency in Terni, helplessly witness the closure of their historic digital printing supplier. The Vicarios thus find themselves at a crossroads: to select new partners, or to become autonomous. The decision is quick and collegial and leads to the purchase of a Mutoh solvent printer, initially used only for internal needs, but soon saturated with the work of colleagues and suppliers.

«As simple producers of posters and signs, we have begun to receive the most diverse requirements from agencies and printing companies that did not have digital machines», says Marco Vicario, CEO of Stampa & Stampe.

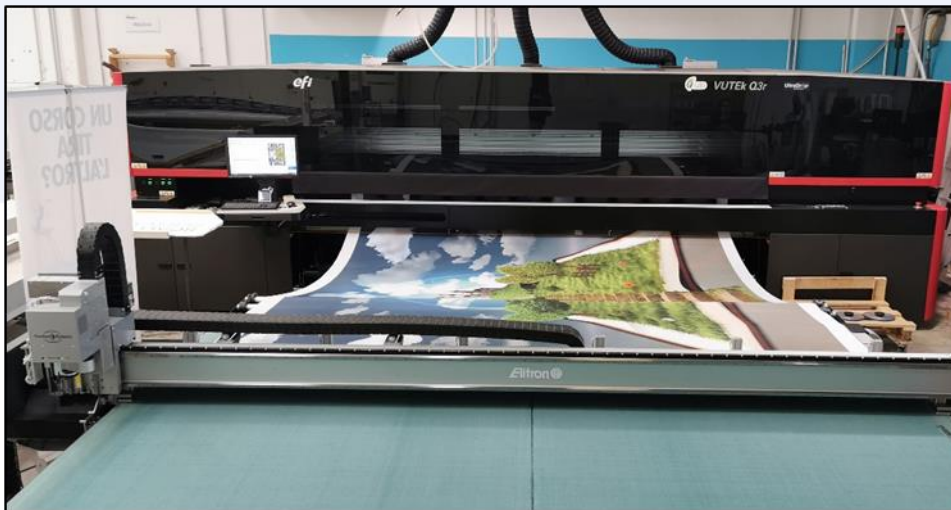
«In a few months we were forced to expand the range of supports and applications, and to evaluate the acquisition of new spaces in which to install other equipment». Once again, the opportunity for growth leads to a courageous decision.

Thus, in September 2002, in Terni, Stampa & Stampe opens its doors, with the idea of establishing itself as a new local point of reference for digital printing.

In the same year, the company created its first online store, Stampaestampe.it, positioning itself among the forerunners of web-to-print in Italy.

Only since 2010, however, Stampa & Stampe has launched a strategic plan of investments in infrastructures and people dedicated to online printing, achieving growth of 20-25% year after year. Finally, in 2021, the company achieved a turnover of 2.7 million euros, with 50,000 active customers, up to 400 daily shipments and a team of 30 people.

To support such a turnover, in the last decade Stampa & Stampe has carried out an ambitious investment plan in industrial technologies for printing and finishing, culminating (in April 2022) in the purchase of a 3.2 m Kombo SDC+ cutting system: the third Elitron unit in the company.



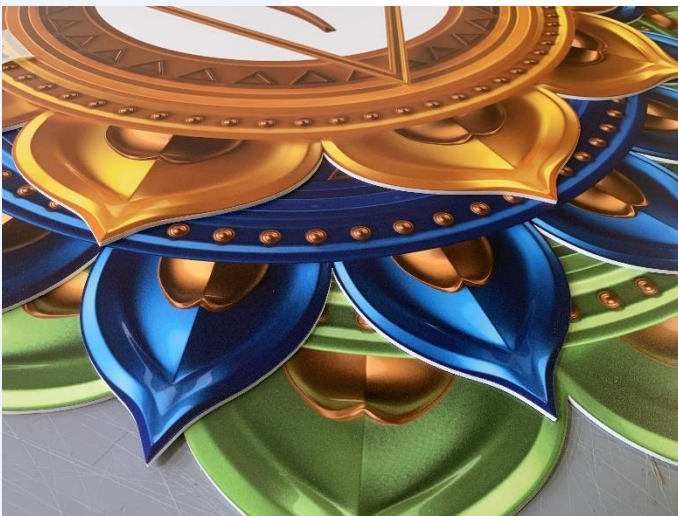
A vast catalog and a multidisciplinary production

With the exception of some large customers in the telephony, parapharmacy and retail sectors, Stampa & Stampe generates almost all of its turnover online. Unlike other operators, the company tenaciously pursues an autarchic policy.

In addition to large format printing on flexible panels and supports, performed with Agfa Jeti Tauro 2500 H2500 LED and EFI VUTEk Q3r, the company produces labels on reels with Epson

SurePress and Cartes laser die, direct printing on clothing, welding of sheets and countless other processings.

«If twenty years ago we competed with one or two giants, and a handful of small pioneers, today the online press is inflated, and many do not even produce what they sell», explains Vicario. «To stand out from the "crowd" we have invested in strategies, marketing automation and industrial production technology, and we have dedicated human resources to the management of claims, the creation of new products and their promotion.».



Digital cutting as an enabling and decisive factor

The growth in volumes, formats and the variety of materials and processes requires Stampa & Stampe to pay increasing attention to finishing. The first approach to flat digital cutting dates back to 2015, when the company purchased an Elitron Kombo SDC in 3x2 m format equipped with conveyor belt, multi-tool head with 1 kW milling tool and Seeker System technology for automatic recognition of the cutting path. The system is used for the blade cutting of adhesive vinyls and panels, and during the night it is used for the cutting of corrugated cardboard shipping packaging.

«Choosing the first cutting system was not easy, because in the 3x2 format the offer is wide and often overlapping», tells Vicario. «From Elitron we appreciated some innovative ideas, such as the patented Seeker System and the video projection of the path on the material, which simplify the work of our operators and reduce manual checks, errors and remakes».

In 2019, with the increase in milling volumes, the company decides to support the Kombo SDC with a 3x2 m Kombo SD + with a 3 kW milling tool, installed in the spring of 2020 and today used in three shifts for the milling of Dibond, wood, Plexiglas and 10 mm Forex. The growth in orders for flexible materials, and the entry into the company of superwide format industrial printers, require the purchase of a cutting system suitable for trimming PVC sheets, mesh nets and fabrics up to size 3.2 m. So much that, in the autumn of 2021, Stampa & Stampe is already ready to invest in the third cutting unit.

«We've always hand-trimmed posters and banners, but a 500+ m²/h printer made manual finishing unsustainable», Vicario points out. «So, we decided to introduce a cutting system that was compatible with both the 2.5m format of Jeti Tauro and the 3.3m of VUTEk Q3r».

Comforted by reliability, proven by seven years of use, Stampa & Stampe confidently turns to Elitron and bets on the Kombo SDC + system, designed by the Italian manufacturer for cutting flexible materials. The choice falls on the 31.32 model, with a 3.200 x 3.100 mm working area, with 36 suction zones, equipped with a conveyor belt.



Marco Vicario

Stampa & Stampe CEO

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Full automation in super wide rolls cutting

It is known that online printers are among the most demanding users on the automation front. To further increase the efficiency rate, Stampa & Stampe internally develops its production software, which in recent years has made compatible with the guidelines of Industry 4.0. A crucial requirement, which the company has decided to extend to all its machinery suppliers, including EFI, Agfa and Elitron. The printmaker has paid particular attention to digital cutting.

«When our operator scans the barcode, Elitron systems load the cutting file, read the reference marks, execute and close the orders», explains Vicario.

Moreover, to reduce the manual operations of loading, unloading, and handling of the rolls, Elitron has implemented a buffer unit, managed by photocells and natively integrated to the software, which allows to feed the roll exiting the printer directly on the Kombo SDC + conveyor belt. At any time, the operator can disconnect the cutting system, and use it as a stand-alone unit. «In some just-in-time processes we cannot afford to wait for the printer to complete a roll, nor to stop printing to unload and reload it», explains Vicario. «Having the file cut a few seconds after printing, without manual operations, saves us time, machine downtime and material consumption».

More packaging and fabric in the future of Stampa & Stampe

The introduction of Kombo SDC + in line with VUTEk Q3r has allowed Stampa & Stampe to double the volumes of printed and trimmed products on flexible media, without hiring new operators, and at the same time opening new business prospects in the field of fabric. After having tested the satisfaction using an external supplier, in fact, the company is planning the introduction of sublimation printing in the 3.3 m format. Both in the textile segment and in that of flat and corrugated cardboard packaging, Stampa & Stampe aims to grow by exploiting the residual capacity of its three Elitron systems, and to add a fourth unit as soon as the volumes make it necessary.