

## Prinko optimizes efficiency and print and cut workflow with 3.2 m roll-to-roll Kombo SDC+

Using Elitron's superwide format cutting system, the online printer Prinko has created a fully automated workflow, halving both the number of operators required for these jobs and halving the energy consumption too.

*by Lorenzo Villa, Italia Publishers*



**Prinko.it** builds on the decades of experience gained as **Selegrafica 80**, the printing company founded in the 1980s by brothers Romeo and Pino Petrollo.

During the 1990s, the company expanded beyond traditional printing into outdoor advertising and paperboard display production, leveraging its offset printing capabilities and developing a strong relationship with the film industry. In the early 2000s, the Rome-based business became one of the first companies to invest in high-productivity large-format digital printing. Starting with oil-based technologies and later adopting the

**Scitex TurboJET** system, Selegrafica established itself as a leading reference user of the technology.

As competition increased and the cinema market underwent consolidation, the company broadened its product portfolio, materials, and production capabilities, investing in a wider range of equipment to serve new markets.

In 2005, Giorgio Petrollo, Romeo's son, joined the business, initiating a decade-long generational transition. This period enabled the company to explore and fully embrace digital technologies while recognizing the growing opportunities offered by e-commerce and the web.

In 2010, **Prinko** was launched as a commercial spin-off of Selegrafica, initially offering a product range that naturally included outdoor advertising solutions and paperboard displays. In 2020, Prinko acquired Selegrafica's digital printing assets and began operating independently, with a business model entirely dedicated to digital printing and online sales.



As part of its ambitious **Industry 5.0** transformation program launched in 2024, Prinko has placed a strong focus on extra-large-format finishing capabilities. A key milestone in this initiative was the introduction of the **Elitron Kombo SDC+** digital cutting system, further strengthening the company's production flexibility and technological leadership.

## Serving B2B Clients and Professionals through Online Sales

Building on its long-standing experience serving advertising agencies, retailers, and installation companies, Prinko works with many leading outdoor advertising operators, including **IGP Decaux**, **Sipea**, **IPAS**, **Media One**, and **White Advertising**. The company supplies posters and flyers, as well as advanced solutions for digital displays and urban furniture applications.

At the same time, the **Prinko.it** e-commerce platform serves creatives, marketing departments, professionals, and private customers, offering a wide range of products including posters, paperboard displays, lightboxes, printed fabrics, wallpaper, desks, and totems.

Supported by a proprietary software infrastructure, Prinko has developed a fully automated workflow that manages every stage of the process, from order intake and file verification to payment processing and production. Customers can access dedicated support via phone and chat, the latter of which has recently been enhanced with advanced artificial intelligence capabilities.

Prinko processes approximately 5,000 orders each year, with order values ranging from a few dozen to several thousand euros. Around two-thirds of these orders are placed through the company's online platform.



Among the latest innovations currently being tested are an online graphic design editor and a library of more than one million stock images, available free of charge to Prinko.it customers for use in their projects.

## The Key Role of Finishing

Accustomed to handling large-format jobs and high production volumes under tight deadlines, Prinko understands the critical role that finishing plays in ensuring precision, on-time delivery, and profitability. More than twenty years ago, the company integrated its TurboJet printers with Fotoba XY cutters and has since continued to pursue ever-higher levels of automation across its printing and cutting workflows for both flexible and rigid media.

In recent years, the installation of three water-based MSJP4 printers, alongside Canon Colorado, HP Latex, and Agfa Anapurna H3200i LED systems, significantly increased post-printing workloads. As production volumes grew, finishing operations gradually became a bottleneck. To address this Prinko decided in mid-2024 to invest in a new 3.2 meter-wide cutting system, ultimately selecting the Elitron Kombo SDC+ 21.32 as the technology best suited to its needs.



“We evaluated all the available alternatives in this category, but Elitron stood out to us both technologically and as a company,” explains Giorgio Petrollo, CEO of Prinko. “To remove any uncertainty, we carried out extensive testing at their demo center and visited customers already using the Kombo SDC+, confirming its ability to support a continuous production workflow.” The company ultimately selected the Kombo SDC+ 21.32, featuring a cutting width of 3200 mm and a working length of 2100 mm, a configuration considered ideal for maximizing productivity while minimizing floor space requirements. Although the system is designed to cut and mill a broad range of rigid and roll materials, Prinko primarily uses it for trimming, tangential cutting, and kiss-cutting applications on plastics, textiles, self-adhesive media, and cardboard.

The machine takes full advantage of its five-position multi-tool cutting head, which can be equipped with fixed and oscillating knives, circular blades for textile applications, and

the Seeker System™ for automatic registration mark recognition, ensuring both flexibility and precision across a wide variety of jobs.

## Benefits of Elitron

Prinko's production workflow is managed through proprietary software that automatically groups incoming orders from both online and offline channels according to material type and roll format. A series of automation tools then generates imposition and nesting layouts designed to maximize material yield and minimize waste.

This is where the Kombo SDC+ plays a key role. Combining a 3.2 meter cutting width with conveyor feeding, cradle unwinding, and the Seeker System™, the machine enables automatic roll advancement, job recognition, and tool setup. As a result, operators are freed from time-consuming manual tasks, while production efficiency is significantly increased. With a cutting speed of up to 102 m/min and acceleration of 1.4 G, the system also delivers the throughput required to manage frequent production peaks.

“Even when we optimize files and materials as much as possible, different delivery schedules and production constraints often prevent us from combining jobs as efficiently as we would like,” says Petrollo. “Thanks to the automation provided by the Kombo SDC+, we can now process even lower-margin



jobs profitably, improving both our competitiveness and our overall turnover.” After approximately seven months of intensive use, Prinko has already benefitted from a significant reduction in production costs. The savings stem from shorter processing times, a reduction in staffing requirements within the cutting department, from two operators to one per shift, and lower levels of waste and rework. The robust construction and precision of the Kombo have also contributed to improved cut quality and greater repeatability, particularly in trimming and kiss-cutting applications.

## Driving Efficiency and Sustainability for a Genuine Industry 5.0 Transformation

For Prinko, Industry 5.0 is more than a matter of incentives or compliance. Industry 5.0 represents a long-term commitment to preparing the company for future challenges. While the Kombo SDC+ delivers tangible benefits in terms of operator-machine collaboration and operator well-being, one of the project's most ambitious objectives is the optimization of energy consumption.

From the very beginning of the evaluation process, energy efficiency was included as one of the key performance indicators. Testing showed that the Kombo SDC+ could reach power consumption levels up to 50% lower than some competing technologies operating under comparable conditions. This result is largely attributed to EPMS (Elitron Power Management System), which dynamically adjusts the vacuum system's power output in line with actual production requirements, thus avoiding unnecessary energy consumption. "Elitron has an outstanding software development team, and we worked closely together to monitor and optimize energy usage," says Petrollo. "In the future, this is where companies will increasingly be able to make a difference. Both users and manufacturers need to rethink their approach and adopt a new mindset—something we have successfully achieved together with Elitron."

Looking ahead, Prinko, which has held ISO 9001 and ISO 14001 certifications since 2022, plans to further increase its printing capacity, reduce operator involvement in physically demanding tasks, and strengthen the integration between prepress, printing, and finishing processes. These initiatives form part of the company's broader vision for a more efficient, sustainable, and resilient production environment fully aligned with the principles of Industry 5.0.



*"Thanks to the automation provided by Kombo SDC+, we are now able to efficiently handle even the jobs with the narrowest margins."*

**GIORGIO PETROLLO**  
PRINKO'S CEO