Adeprint installs a third EFI inkjet press for labels.

After achieving a high level of success with two other Jetrion presses, the Italian company was the first in Europe to install the Jetrion 4950LX LED, the latest in the Jetrion series. Adeprint was attracted to its speed, quality and flexibility. In addition, the Jetrion press' modular approach lets the company add functions as the business grows.

A long-time Jetrion user, Adeprint, who specialises in custom, laser-cut labels, purchased its first Jetrion 4830 in 2010, then added the Jetrion 4900ML with inline laser in 2013. Most recently the company added the Jetrion 4950LX LED press. "The experience gained by my company in the inkjet printing market has long-time roots. I was the first to invest in inkjet technology within the auto-adhesive label sector in 2010 with a machine that was conceptually ahead of its time, a machine that is still fully functional and 100% productive," says Raffaele Ruggieri, owner of Adeprint. "The transition to the 4900ML was necessary for its unique fully modular design. This allowed me to add options such as the coating unit and inline laser die cutting, giving our products a completely digital finish."

Using technology to meet demands

"With the first two Jetrion presses our business increased; we needed to increase productivity to satisfy our current client base as well as new customers," adds Ruggieri. "So, when Jetrion dealer, Fornietic and EFI offered me the chance to evaluate the 4950LX LED, I didn't hesitate. Both quality and speed is significantly higher.

"In order to compete, in addition to quality, we have to pay attention to costs and workflows, identifying cost centres and maximising the efficiency of both manufacturing and logistics. The market demands the same things ever more insistently: quality, speedy delivery and savings for the end client. With EFI Jetrion technology, and in particular with this latest investment, Adeprint is able to respond calmly to

Challenge:

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RAFFAELE RUGGIERI, OWNER
ADEPRINT

Located in Busto Arsizio, an industrial area of Verese, Italy, Adeprint specialises in the production of customised labels. This includes laser die cutting to create any type of shape, the insertion of anti-counterfeiting elements, marking, micro-perforation and notching, as well as progressively numbered barcodes and other forms of variable-data printing.

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these demands, which ultimately will lead to great results over the coming years."

Reliability and confidence

According to Ruggieri, his relationship with both his Jetrion dealer and EFI are an important part of his success.

"We have created partnerships over the years that have only served to strengthen my trust in the EFI Jetrion family," he says. "EFI earned my respect with its reliable machines and their productivity. EFI is a technologically advanced partner that combines in a single press all the features that this type of technology requires: innovative software, modular configuration that grows with your printing needs,

Solution:

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By installing the first Jetrion label printer with LED curing in Europe, Adeprint reconfirms its trust in EFI.

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proprietary inks and extremely efficient service. Also, let's not forget that the new 720 x 720 resolution plus a whole host of innovative improvements have, in my opinion, made the LED press an absolutely unique machine in the roll-to-roll inkjet printing world," says Ruggieri.

"There are very few companies that can claim to be knowledgeable about LED technology. EFI is certainly one of these," continues Ruffieri. "EFI took the experience it gained in LED technology on wide-format presses and was able to successfully transition it to a high-speed rotary label press. Plus, an innovative "spraying" technique lowers ink consumption while the LED lamp lowers energy consumption. This technology is absolutely reliable."

Results:

"The market demands the same things ever more insistently: quality, speedy delivery and savings for the end client. With EFI Jetrion technology, and in particular with this latest investment, Adeprint is able to respond calmly to these demands, which ultimately will lead to great results over the coming years."

RAFFAELE RUGGIERI, OWNER
ADEPRINT

EFI fuels success.

From Fiery to superwide inkjet, from the lowest cost per label to the most automated business processes, EFI has everything your company needs to succeed. Visit www.efi .com or call 0808 101 3484 or +44 (0)1246 298000 for more information.