

Printing Digital Printing

Aleph Revealed Its Profession on Speed and Quality at FESPA Eurasia 2016

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Aleph dijital baskı çözümleriyle FESPA Eurasia 2016'da ilgi odaklarından biri oldu.

Gaining recognition with its assertive position on industrial printing solutions, Aleph met Turkish and Eurasian market at FESPA Eurasia 2016. Presenting its printing solutions especially LaForte®Paper, the firm received great interest from the visitors.

Bringing all digital printing and outdoor advertising sector together in CNR Expo, İstanbul between the dates of 8-11 December 2016, FESPA Eurasia witnessed many exciting innovations. Aiming to increase its influence in Eurasia region by attending to the fair for the first time, [Aleph](#) presented the new textile printing solution LaForte®Paper and other products at its booth.

Launched to this market for the first time at the fair, LaForte®Paper provides a very clean and smooth printing process with its rotary belt vacuuming system that removes adhesive material using. Distinguishing from the other vacuuming systems in the market with 800 square meters speed in an hour, Paper offers an eco-friendly and economical production as well as clean and effortless one. Since there is no need for adhesive material supply for the belt system, the belt isn't required to be washed in the vacuuming process and this enables a water saving of 1-60 litre an hour and a ton in a year. Being one of the most 'green' products of the market thanks to this feature, LaForte®Paper attracts interest for its print quality as well. Stated to perform printing in less than 20 microns, the machine responds all the three core elements that the global print market currently demands; speed, quality and sustainability.

LaForte®Paper; Green, Fast and High Quality

Stating that this solution differs from all the other fast machines in the market with its quality, Yiğit Emon from Aleph's Turkish agent AKSE Tekstil Tic. Ve San. Ltd. Şti. reminded the fact that in general, when the machines' speeds increase, their qualities diminish. Highlighting that La Forte performs with the speed level it promises and provides printing in 600 dpi resolution which is good enough to print in silk, Emon defended that this machine would drive factories forward in the market. Emon expressed that Aleph focuses on the companies that perform industrial manufacturing and responds to Turkish mechanics' demands in that sense. Emon continued thusly; "There is a transition from traditional to digital printing in Turkish factories. Firms are looking for machines possessing production capacity that can replace rotation; Aleph's solutions are exactly suited for this demand. Our machineries offer prints which are fast enough to provide industrial type extensive manufacturing, also in high quality."



Roberto Manes – Alessandro Manes

Notifying they provide support to their customers in after-sales process as well, Aleph SRL Chief Technology Officer Roberto Manes explained that they have a technical service in every region where they perform sales. Saying that all their solutions are 'plug and play' and as easy as everyone can use, Manes stated; "All the components and motors in the machine can be removed, the installation of the machine is very easy and this provides convenience and time-saving to technicians therefore, the companies."

Entering into the sector with software development solutions 20 years ago and enhancing its solutions afterwards, Aleph developed LaForte®Paper's software by itself just like its other machines' software. In that sense, the company makes users' job easier with a user-friendly, solution-oriented and easy to understand software.

Aleph Focuses on Textile Printing Market

Explaining that they would focus on industrial textile printing segment in Turkish market, Aleph SRL General Manager Alessandro Manes expressed that they made many important investments in that sense. Saying that they are working on pigment ink-based solutions in different square meters, Manes added they have some plans on UV LED and latex technology. Stating that they also receive demands for single pass machines, Manes informed that they have a such project, too. Saying that they are planning to demonstrate these innovations at FESPA Hamburg 2017, Manes pointed they are in a re-structuring phase. Stressing that Aleph gives support to leading firms in the printing market with its machinery, software and accessories solutions, Manes expressed that from now on they would focus on product development projects rather than partnerships with other firms.

Explaining that they would increase their capacity with challenging R&D projects for the next two years, Manes said; "We are making great investments for the last 4 years, so far Aleph has addressed to a limited market, now we acquired new distributor channels by making a jump to the global market."

'Turkey is A Significant Market for Us'

Emphasizing the importance of Turkish market for them, Alessandro Manes said that they had been active in Turkish market for 15 years with AKSE Tekstil and they aimed to increase their power with new solutions. Highlighting the fact that they attended to FESPA Eurasia for the first time this year, Manes stressed that FESPA Eurasia 2016 is the starting point of Aleph's new enterprises in Turkish and global market. Saying that their goal in the fair was to acquire new connections and solution partners by meeting the sector, Manes expressed, in that sense FESPA Eurasia was fruitful for them.

Talking about their views and goals in Turkish market, Manes pointed out that Turkey is a very significant market for Aleph even though it's not in a good period at the moment. Manes continued his words thusly; "Currently there are many Turkish investors who wants to invest in innovation; we enriched our La Forte series according to demands we received from some Turkish customers. With LaForte®Paper; our Turkish customers, meeting with a printing that is not only fast and in high quality but also economical, will be one step ahead from their competitors."

Saying that the investments still continues despite the political and economical state in Turkey, Manes highlighted that there are such problems in every part of the world and the important thing is to stay present in the market. Saying that the next 2 years is very important for Aleph in terms of their position in Turkish and global print sector, Manes stated that as a firm they are very excited about starting new projects as well as bringing the users and their innovations together.
