



Aleph appoints new international sales manager

Joe Link | WTIN

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By **Joe Link** 05 May 2017

Andrea Negretti has been confirmed as Aleph's new international sales manager, following a 13-year stint in the digital printing industry with South Korean company d.gen.

In total, Negretti has acquired over 20 years of experience working for premium international companies in the digital textile printing and signage market.

"With Andrea, we will establish a global network, spreading Aleph philosophy and technology in the world," says Aleph CEO, Alessandro Manes. "Andrea is an expert in the field, but above all a friend of Aleph. I've known Andrea for a long time and to bring him to Aleph, now, feels like a reunion."

Negretti has been appointed as Aleph aims to open new markets worldwide and invest in strong relationships outside its native Italy in order to guarantee a long-lasting support structure to its customers across the globe. Furthermore, this operation will facilitate the distribution of a full products package, including printers, software, papers, inks and other accessories.

Negretti's appointment comes before FESPA 2017, at which the company hopes to boost sales as a result of increased exposure in front of potential customers from around the world. This year, over 23,000 visitors from 130 countries are expected to embark on Hamburg Messe, where the famous digital exhibition will take place.

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Aleph's decision to attend FESPA 2017, which takes place on 8-12 May in Hamburg, Germany, was an easy one following the company's success at FESPA Eurasia in Istanbul last December. Such is Aleph's support of FESPA, with the Como-based company the official registration sponsor of the exhibition.

Aleph will bring to the FESPA 2017 its iconic LaForte industrial plotter for sublimation. Aleph developed the eco-sustainable digital textile printer, also awarded by EC, through the programme H2020, in response to textile manufacturers' growing demand for innovative solutions in digital printing.

"Our aim is to support our customers in their approach to digitalisation with state-of-the-art technology, ready to go, very flexible and ecological. Our large format textile printers are capable of increasing productivity (600 sqm/h), by enhancing the printing quality," says Manes.

In addition, thanks to an innovative vacuumed rotary belt (patented) there is a substantial reduction in the use of chemical adhesives with using the LaForte.

While Aleph is clearly focused towards reinforcing current markets and opening new ones, Aleph is strongly committed to ensuring that current customers are fully satisfied with the multiple features associated with LaForte. In addition to the textile industry, Aleph will target the laminated paper sector for the production of laminated floorings and panels for furniture and visual communication printing using pigment inks.

Negretti adds: "I strongly believe in the LaForte project. I know it sets a new standard in the digital printing technology, as something never seen in the market."

However, Aleph states that despite sales of its LaForte printers increasing, it is developing a new plotter with a maximum width of 3,200mm and a new model for pigment inks, which will be launched later in the year.