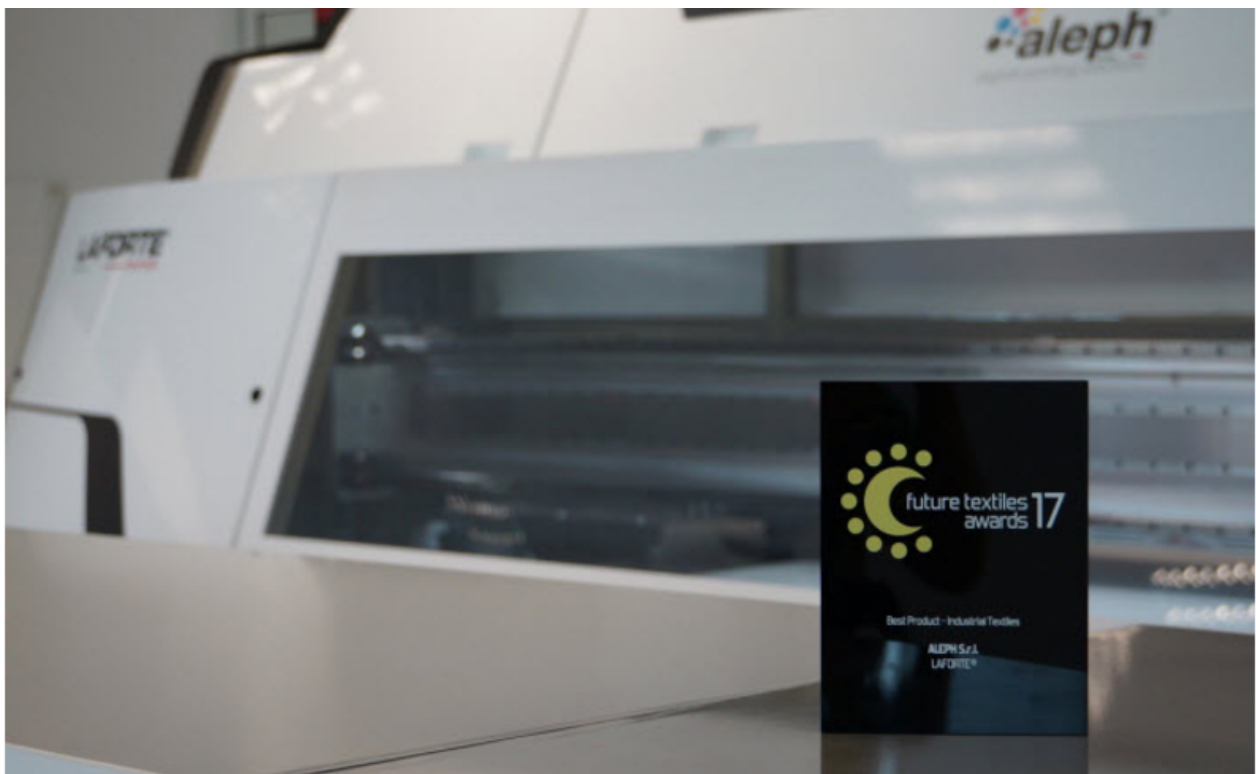


Aleph targets Russian market

By **Joe Link** 20 September 2017

Italian digital printing company Aleph has announced a new partnership with Nissa Stensart, which specialises in digital printing on fabric and deals with preeminent textile companies in the Russian Federation and CIS countries.



Aleph's S.r.l LaForte printer was named best product at WTIN's 2017 Future Textile Awards

Nissa is renowned for its widespread presence throughout Russia, its staff and the brands it represents – one of which is now Aleph.

“In Russia, through our partner Nissa, we are proposing our integrated system LaForte to attract new customers and to sell our machines, software, paper, inks and local accurate assistance as a whole pack,” says Aleph CEO, Alessandro Manes. “This business model is successfully working in Europe and Asia to generate satisfaction among our customers.”

Thanks to the partnership, Aleph’s signature LaForte industrial paper printer is on show at Heimtextil Russia, in Moscow, which started today and runs for three days. Heimtextil Russia is the number one tradeshow in the country dedicated to home and furniture textiles, according to organisers Messe Frankfurt and this year the event is running a Digital Print product group segment for the first time.

Nissa Stensart is demonstrating Aleph’s digital sublimation printer industrial paper 8P/4C and the DryForte Paper 3L dryer, both of which can be found at booth C10 in hall 3.

Digital textile printing in Russia is relatively new and gaining popularity. Therefore, by becoming one of the first companies to showcase its digital printing technology to the newly emerging market, Aleph hopes that it will gain an edge over its rivals and in turn boost sales of its mid-range printing technology.

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