

# Aleph targets North African market

By **Joe Link** 23 November 2017

Italian digital textile printer manufacturer, Aleph, has signed a deal with Egygrafx that will see the company distribute Aleph's LaForte integrated system in Egypt.

Egygrafx has two decades worth of experience working in the large format digital printing industry and Aleph was convinced by the "professional skills and highly trained staff" who work for the north-African company.

The deal allows Como-based Aleph to target the most important graphic and garment companies in the Egyptian market.

"To focus on textiles, we wanted to find the best innovative solution to fulfill the needs of our clients in Egypt and abroad. We found that in Aleph machinery and software," says Ashraf Shalaby, managing director of Egygrafx.

Egygrafx will present the LaForte integrated system during Open Houses and specific trade shows at the beginning of the new year in order to catch the interest of existing and prospective clients.

The last 12 months have seen Aleph target new markets as the company looks to compete with its many Italian rivals in the digital printing market. Aleph CEO, Alessandro Manes, has been showcasing the company's signature LaForte printer all over the world at events including May's FESPA in Hamburg, Germany, and SGIA in New Orleans, US.

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