

# Aleph reaps the rewards of FESPA

By **Joe Link** 06 July 2017

Aleph, the Italian digital textile printer manufacturer, has reported an initial boost in sales following on from this year's FESPA exhibition, held at Messe Hamburg, in May.

The Como-based firm, led by CEO Alessandro Manes, has achieved important orders in India, China and Korea, following its attendance at FESPA, as the company looks to stamp its authority on the digital textile printing sector globally.



Aleph's LaForte printer series has been popular in 2017

The company's ambition to become a leader in the industry has resulted in the confirmation that it will be attending the SGIA Expo in New Orleans, which takes place on 10-12 October this year. Manes hopes that showcasing the LaForte printer series in the US will lead to sales growth in both North and South America. At the event, Aleph has confirmed it will be announcing new product innovations to exhibitors as well as presenting the new LaForte Studio Paper 3.2.

"We have orders at the end of the year and we have started internal procedures to increase the production level," says Manes.

The arrival of Andrea Negretti, in April, as international sales manager, has had a big impact on Aleph's success. Negretti has worked in the industry for 20 years, over half of which were spent at South Korean company d.gen.

Manes continues: "The arrival of Andrea (Negretti) allowed us to structure our services to customers outside Europe, enabling us to realise an expansion plan for a company like ours, dedicated to customised service on a global basis."



Aleph won the 2017 Future Textiles award for best product in industrial textiles

Following what has been an effective year for Aleph, the Italian company has firmly set its sights on expansion into new markets. Manes is hopeful his company will make inroads into the fields of signage and graphic design and the CEO believes that the experience the company has garnered from working in the textile industry will set it in good stead.

Aleph claims high customisation is, in fact, the central theme of engineering development at the heart of its signature LaForte system and responds to the cross-cutting demand of many markets where Aleph operates. In implementing the company's internationalisation process, Aleph initiates partnerships with local distributors to ensure listening and end-user knowledge, designing a suitable and satisfactory solution, as well as a direct and timely assistance.