

# Q&A WITH ALEPH

**aleph**  
in printing, we care

**Mr. Alessandro Manes, CEO of Aleph, congratulations, your printer LaForte® 400 Paper has been the must-see at FESPA Munich 2019, did you expect such success?**

Well, thank you. We knew there is a need in the market for a high quality fast printer like ours for outdoor applications such as billboards and backlits, and we have been working very hard the past 2 years to come out with the best Roll2sheet solution available today: high quality and high speed combined with the best technology, Industry 4.0 ready and only 20kw/hour consumption.

**What are the features of LaForte® 400 Paper that makes this printer be the best?**

First would be the speed, over 700sqm per hour, and of course the high quality print results with strong colours and resolution up to 1200dpi. But second, and I think it's more important for our customers, is the technology behind it: a robust aluminum body 3cm thick, our patented vacuum belt, the carriage with only 16 Kyocera printheads moved by magnetic bars and our drier with low consumption ceramic lamps.

**And another amazing feature is that it uses water-based inks, is this the future of digital printing?**

Yes of course, printers are every day more committed to a safe working environment and also thinking about the recyclability of the final product. Our inks are true water-based, not like Latex which is not. We will see in the next years how solvent printers will disappear and UV will turn to LED and only for specific jobs. We are currently working on a new water-based ink to print on plastic substrates, so yes, water-based inks are the future.

**FESPA 19**  
GLOBAL  
PRINT EXPO

Munich  
14-17 May 2019

**Some people say you don't need such high quality to do billboards, what would you tell them?**

2 things. First, that I think they are wrong: over 80% of the billboard market is currently printed with offset technology, and that is high quality. The issue is that there was not a digital solution yet to approach this market. With our printer, we can compete with offset at 250-350 units-campaigns in terms of cost and speed, and our aim is in the next 1-2 years to reach 450-500 units-campaigns. The second thing is that our printer gives versatility to print other applications such as backlits, indoor posters and wallcover, which will provide new business to our customers.

**Aleph is a well-known producer of textile printers but fairly new in the graphic market, how reliable are you for someone printing billboards?**

Well, we have more than 50 units of LaForte® 400 installed worldwide for sublimation and direct to fabric, so our printer is reliable. 2 years ago, Aleph was acquired by Wise Equity, an investment funds company, with the goal to push our growth, so our company is financially reliable as well. And for the graphic market we have partnered with NetLink Imaging, an expert in OOH advertisement, and we have done posting trials with media owners and paper mills in Europe. We are a strong company with reliable printers and that's why more than 50 companies showed their interest to acquire our LaForte® 400 Paper during FESPA.

**FOR FURTHER INFORMATION PLEASE VISIT [WWW.ALEPHTEAM.COM](http://WWW.ALEPHTEAM.COM)**



# LaForte<sup>®</sup> 400 Paper

1 printer 4 applications: billboard, backlit, indoor poster & wallcover

Watch LaForte<sup>®</sup> 400 Paper  
at FESPA Munich 2019

Large format printing: 180, 220 or 320cm width

High speed: >65 billboards/hour Roll2Sheet

High quality: strong colours up to 1200dpi

Robust aluminum body  
Patented vacuum belt  
Magnetic bar carriage  
16 Kyocera printheads  
Ceramic lamps

High technology: Industry 4.0 & water-based inks

