



EFI Reggiani hosts roadshow at Bergamo

In a two day event organised by EFI Reggiani, on the 13th and 14th of September, 2017, clients and members of the press were invited to Bergamo, Italy for an extensive look into the inner workings of Reggiani's operations.

With almost 70 years of expertise, know-how, innovation, research and technological excellence, EFI Reggiani represents the 'Made in Italy' success all around the world. EFI Reggiani is a worldwide provider of complete solutions for the textile market, with a focus on the development of sustainable processes.

As a global leader in integrated solutions for the textile world, EFI has a portfolio which includes a wide range of digital printers and pre-post treatment machines, a complete line of digital water-based textile inks and the RIP software. Eco-sustainability is the EFI Reggiani winning strategy.

The event consisted of an engaging seminar that highlighted EFI Reggiani's growth over the years, what the



company has to offer in the future, and the philosophy of the company. The morning of the 14th began with the seminar, followed by a tour of the facilities of Reggiani, which ended with the unveiling of the newest machine: the Vogue. The Vogue will be introduced into the market officially in Fespa in the coming year.

Frank Mallozzi, Head of Worldwide Sales and Marketing, and Senior Vice President at EFI, introduced the company and gave an overview of a vast portfolio of products, elucidating that the company does not just facilitate the production of print engines and digital innovation, but has a much more vast portfolio.

EFI is a global technology company, based in Silicon Valley, and is leading the worldwide transformation from analog to digital imaging for industries and market segments where imaging and color matter.

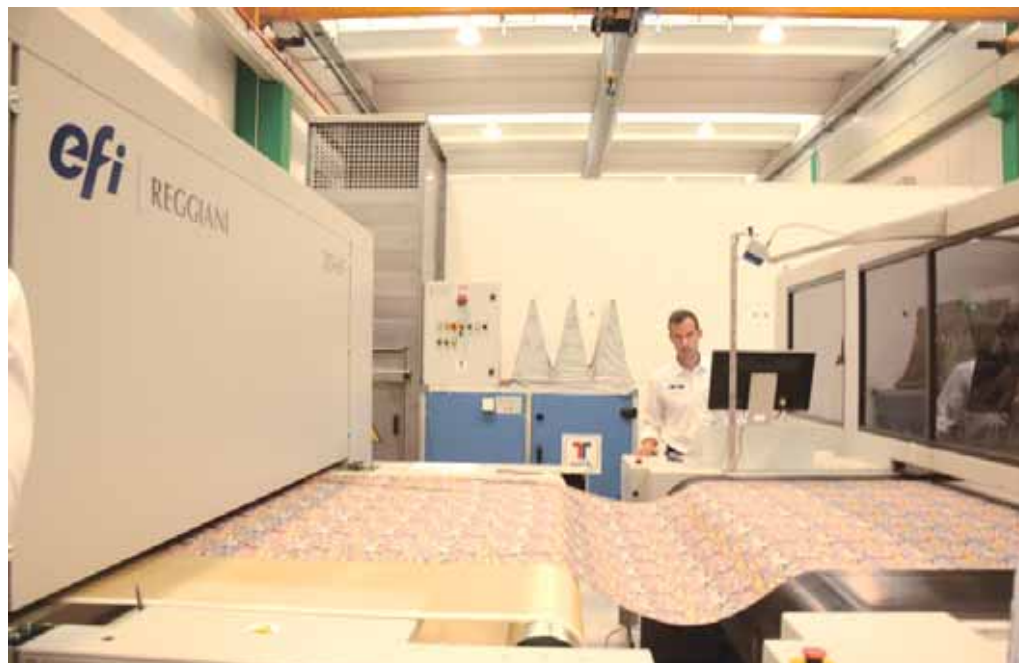
“EFI is committed to making print great again,” Mallozzi says. The company invests heavily in research and development, and are fairly conservative when it comes to marketing: they believe that the product and the service should speak for itself.

In recent years, EFI has chosen to focus on the shift from analogue to digital. In the past, they have built electronics for Xerox and Canon.

“How can we move this from design to production, not just in textiles but in various other industries?” Mallozzi poses this question, highlighting the main focus of the company in recent years.

According to Mallozzi, innovation is key. Almost, 15 to 20% of all our revenue is reinvested right back into R&D, enabling the company to update their portfolio every fifteen months. Mallozzi brings up the need to “leverage know-how in markets”, and calls attention to the fact that in the textile industry, the transition from analogue to digital is still in a very early stage.

Mr. Michele Riva, Sales and Marketing Director, proceeded to give a detailed overview of the EFI Reggiani Sales Review. The private sales were also featured in the event, that included negotiations for clients in attendance, and offers with special rates. This gesture was one of the ways in which Reggiani showed their gratitude to their longtime agents and clients.



Special Report

The philosophy of Reggiani has a strong undercurrent of teamwork and co-operation. It feels less like a company and more like a close knit family. In a brief interview after the unveiling of Reggiani's most recent innovation, the Vogue, Adele Genoni talked about the significance the Reggiani team places on teamwork and a sense of community. There is a lot of give and take, according to Ms. Genoni. She takes pride in the fact that the senior members of the establishment are eager to mentor the younger ones, and shares the collaborative and enthusiastic work environment they maintain.

Reggiani also believes in fostering close connections with their clients. Towards the tail end of the evening, an award giving ceremony was held, in which Reggiani expressed their gratitude to their most active agents and most loyal clients.

After nearly seven decades of expertise, know-how, innovation, research and technological excellence, EFI Reggiani represents the "Made in Italy" success all around the world.

EFI Reggiani is a worldwide provider of complete solutions for the textile market, with a focus on the development of sustainable processes. A global leader in integrated solutions for the textile world which include a wide range of digital printers and pre-post treatment machines, a complete line of digital water-based textile inks and the RIP software. Eco-sustainability is the EFI Reggiani winning strategy.



The demand for productive plants with lower environmental impact has been increasing steadily and EFI Reggiani aims to meet this growing demand.

EFI Reggiani's innovations are the result of extensive research targeted to improve productivity and quality, to optimize the textile manufacturing process and to reduce energy and water consumption, as well as environmental impact. The company develops complete green processes and innovative solutions covering the full textile workflow in order to reduce consumption and minimize the environmental impact. A new approach that combines quality and production efficiency with environment respect.

EFI Reggiani respects the environment without compromising on machine performances and develops green processes and innovative solutions in order to offer eco-sustainable processes which guarantee:

- ❖ Savings on energy and Water.
- ❖ Savings on inks.
- ❖ Savings on colour waste.
- ❖ Reduced stock.
- ❖ Recyclable materials.
- ❖ Drastic pollution reduction.





EFI Reggiani's commitment is improving sustainability. The company has been continuously developing and testing productive systems with lower environmental impact in each segment of the supply chain of the group, covering the full textile workflow. Some of EFI Reggiani's customers, key players in the textile industry, have been involved in the development of the green processes. The company is working closely with them in order to propose to the market the ideal solution in order to meet all customers' requests.

In fact, the colour of the original logo of Reggiani has symbolic significance that ties in with the sustainable vision of the company. Reggiani was certified by the EU as the company with the lowest carbon footprint.

The Vogue, unveiled at the end of the roadshow, will be introduced into the market at FESPA.Global Print Expo 2018, held from the 15th to 18th of May in Berlin, Germany.

The ReNOIR Vogue is a continuous system meant to control every speed and tension to guarantee the most accurate fabric handling. This innovative ink system ensures that the ink temperature is kept at set value during machine operation and between stoppages, it permits the printer to operate under wider environmental conditions, reducing or even eliminating the need for environmental conditioning.

The main features of the Vogue are as follows:

- ❖ Ink supply system with feeding by tanks max 12 liters.
- ❖ Steel bridge with linear motor and magnetic encoder.
- ❖ Carriage running on stainless steel linear guides.
- ❖ Stainless steel head plate with recessed nozzle protection.
- ❖ Ink management: in line double degassing and filtering.
- ❖ Adhesion method: thermoplastic, permanent, resin.
- ❖ Embedded magnetic system for adhesive application.
- ❖ High-precision transportation belt.
- ❖ Full variable drop size.
- ❖ Head crash protective system.
- ❖ Ink system open to certified suppliers.
- ❖ Self-cleaning.
- ❖ Software open to main RIP vendors.

The many advantages of the machine include

- ❖ Integrated water filtration system, both for production and sampling.
- ❖ No need of head alignment.
- ❖ Low maintenance costs.
- ❖ Lowest ink usage.
- ❖ Easy maintenance.
- ❖ Easy access to main machine modules.
- ❖ Suitable for 24/7 operation.
- ❖ One operator can manage multiple machines.

A notable improvement is the new enhanced ink recovery system, which enables up to 95% of ink saving - yet another notch on Reggiani's belt as far as sustainability is concerned. ♦

