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# Eurographics invested in an inkjet production printer from Kyocera Document Solutions Belgium




Case Study

Production print



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With almost five million A4 equivalents in just over a year, Kyocera's TASKalfa Pro 15000c and Kyocera Document Solutions Belgium has secured its place in Eurographics' production in Zaventem. Manager Hubert Martens deliberately opted for production inkjet, in addition to his toner machines, especially for books, manuals, reference works and other commercial printing.

## Background

The digital printing company Eurographics in Zaventem produces just about everything, from business cards to large-format posters and sheet material. Small format accounts for about 70 percent of the activities, large format accounts for the remaining 30 percent. Hubert Martens (66) took over Eurographics in 2004.

Previously, he was active at Océ Belgium and Plantin, among others. Today he runs his digital print shop with five employees.

## Investing in the future

After the corona years, Martens thought it was time to thoroughly renew the machinery. Especially with a view to the continuity of the company. "I want someone who continues the story to take over a modern production company. Then you have to keep investing."

Inkjet was not initially at the top of his wish list. Eurographics worked mainly with toner printers for small formats, and Martens considered production inkjet to be a much higher-volume technology.

About half of his small-format turnover consists of manuals, books, magazines and similar printed matter. That's exactly where Kyocera's TASKalfa Pro 15000c turned out to fit the bill. Moreover, Martens saw an opportunity to distinguish himself technologically from the competition. "Everyone does more or less the same thing. With inkjet we were able to distinguish ourselves a bit more."

**The Kyocera TASKalfa Pro 15000c achieves a production speed of 150 A4 pages per minute**

## Fast in production

In practice, the switch turned out to be smaller than expected. The installation took several days and thanks to the familiar Fiery workflow, the team quickly got to grips with the machine. "After a week, we were actually already printing at full speed," says Martens. A year later, the entrepreneur particularly appreciates the reliability of the machine.

The print speed of 150 A4 pages per minute is a bonus, but not decisive. "Operational reliability and reliability are much more important to me than speed." He also notices the limited maintenance. Eurographics starts the day with a nozzle check and can then produce without any problems. Martens experiences the advantage especially with longer runs: "That machine just keeps going."

**Eurographics mainly works for business customers from Flemish Brabant and Brussels, but associations, print sellers and colleagues are also among the clientele**

**"I am pleased that we have taken the step into production inkjet," says Hubert Martens, the owner of Eurographics**

## Inkjet and Toner



**In just over a year, Eurographics produced approximately 4.7 to 4.8 million A4 equivalents on the TASKalfa Pro 15000c. The company's total print volume increased by about 20 percent in the past year, although Martens emphasizes that this growth cannot be attributed exclusively to the new machine.**

**Commercially, there is still room. Eurographics has so far mainly concentrated on migrating existing orders. Martens sees new opportunities in schools, training centres, associations and local history societies, with books, manuals, reference works and publications in small and medium-sized editions.**

**Inkjet does not replace everything. For large areas of colour and brochures on coated paper, toner remains in place at Eurographics. "You need the two technologies," Martens experiences. "It is precisely the combination that gives us the freedom to choose the most suitable production method for each order."**

**Martens expects inkjet to gain further importance in production print, without completely displacing other technologies. He learned that lesson before with digital and offset. "Twenty years ago, we also thought that offset would disappear. That did not happen. It's always a both-and-story."**



**"I want someone who continues the story to take over a modern production company. Then you have to keep investing."**

**Hubert Martens**

## Customer Testimonial



"Everyone does more or less the same thing. With inkjet we were able to distinguish ourselves a bit more."

Hubert Martens

Kyocera Document Solutions has championed innovative technology since 1934. We enable our customers to turn information into knowledge, excel at learning and surpass others. With professional expertise and a culture of empathetic partnership, we help organisations put knowledge to work to drive change.

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