



# Adhéprint From silk-screening to digital

ITS6 digital printing system



**“For technological and ecological reasons, we’ve moved to 100% digital printing.”**

**Yannick Vivier,  
Adhéprint manager**

Through its ITS6 digital printing system, Markem-Imaje CSAT has helped the Adhéprint company achieve smooth digital transition for its self-adhesive label printing activities. Here’s how.

## **An atypical printing firm**

Adhéprint -Adhé for adhesive-, is a printing firm located in Seine-et-Marne, near Disneyland Paris. Created in 1985, this small business with 11 employees and a family atmosphere was taken over in 2009 by Yannick Vivier, who is today the company’s manager. To ensure its continuing development, the company wanted to take the plunge and go from silk-screening to digital. “We’re a little atypical on the market. We print large formats, like signs, POS, tarps, as well as small formats like self-adhesive labels for the luxury world and some industries,” explains Yannick Vivier. In 2012, the company was certified „Imprim’vert“, an ecological label for printers which opened the door for Adhéprint to work with leaders in

## **Adhéprint**

- Founded: 1985
- Printing of self-adhesive labels and large-format digital printing
- 11 employees
- Two production sites: Saint-Thibault-des-Vignes (77) and Collégien (77)
- 2014 sales: 1.7 million euros

waste recycling and recovery such as Veolia, SITA and Paprec, but also for local authorities.

Most of these customers use and apply self-adhesive labels externally. Consequently, these stickers have to resist UV and bad weather conditions. “We were looking for a machine that could give our labels good resistance to chemicals and mechanical friction and provide extended exterior adhesion”, says Yannick Vivier before adding: “I attended all professional shows. Markem-Imaje CSAT was the only company on the market which was proposing a digital printing system that could print CMYK on small formats and, at the same time, meet all our criteria and requirements.”

Redefine the possible<sup>sm</sup>

 **markem·imaje**  
a  company

## ITS6, the digital revolution

“It works on its own and every day,” says the ITS6 press operator. Adhéprint was the first French printer to acquire this digital system manufactured by CSAT, Markem-Imaje’s German subsidiary. “Now we can print any content - texts, drawings, designs, photos – onto self-adhesive rolls and in various colors”, adds Yannick Vivier. “We can also print very small runs, from one to three labels, or runs of hundreds of thousands of stickers. Finally, the ITS6 is the only machine on the market with a UV LED

**The ITS6 is the only digital printing system on the market with a UV LED drying system which is ozone-emission-free, and this is an unquestionable ecological advantage.**

drying system which is ozone-emission-free, and this is an unquestionable ecological advantage for us and our customers,” continues Yannick Vivier.

Easy-to-use, the ITS6 features variable print

speeds from 4 m/min. to 48 m/min., five times faster than a silk-screening system. In addition, it is space-efficient, noise- and odor-free. To date, a double digit number of digital printing systems of this type have been sold in Central Europe. A success-story which is riding the wave of the exemplary partnership between Adhéprint and Markem-Imaje CSAT. “We helped Markem-Imaje CSAT improve the ITS6 by submitting various technical questions,” underlines Yannick



**Acquiring the ITS6 digital printing system developed by Markem-Imaje CSAT has enabled Adhéprint to develop its self-adhesive label digital printing business.**

Vivier. Feedback made it possible to develop certain system functionalities. “In the light of the improvements made, we are thinking about acquiring a second printing system in the coming months,” concludes Adhéprint’s manager.

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