

Elitron at Viscom 2017: in partnership with Polyedra to
broaden up visual communication boundaries.

With new partnerships and synergies Elitron reinforces its top tier
role in the digital finishing industry.

Milan – October the 20th 2017. The main Italian tradeshow for visual communication, Viscom 2017, has finally provided signs of shared optimism and awakening of the graphic arts and sign & display industry. Many attendees along with their great deal of curiosity came in to state the growing focus on digital technologies of the majority of industry operators. Elitron did not fall short of big news as well: from the announcement of a brand new partnership with Polyedra, key player in the distribution of materials for the visual communication industry, to the sale of a digital cutting solution of the Kombo SD Series as a demonstration of the appreciation for its technologies.

With more than € 162 mln in revenue and over 185 employees, Polyedra is indeed the market leader for the distribution of paper and carton based materials, primary and secondary packaging all the way to synthetic media for the visual communication industry. From Viscom on Polyedra will be carrying on the distribution of Elitron digital cutting solutions and will also aim to take over the technical assistance once the technical skills will be acquired by the technicians.

This partnership, for the whole Italian market, will consolidate Elitron's positioning nationwide as a supplier of digital cutting solutions for printing providers and visual communication operators by bringing it closer to its target market.

Elitron is confident that the more widespread distribution will allow the organization to be more responsive to and better understand its customers' needs in the wake of what has always been its mission: providing integrated value adding solutions instead of merely selling single products.

Even if Elitron's revenue comes for a 70% share from overseas trade, partnering with Polyedra shows once again the commitment to invest in its national market development and represent a building block for digital cutting.

The fact that sign makers were increasingly focusing on the advantages of turning to digital cutting solutions has been also demonstrated by the sale of a Kombo SD Series to AMPA a company from the province of Naples who turned to digital finishing as a further expansion of its digital printing business.

Elitron and Polyedra represent indeed two sides of the same coin: both are focused on making their customers' ideas and projects become real, and this similarity of intents is what makes great partnership work out.

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Company Profile

Over 2000 installations worldwide.

50 countries.

12 patents.

These are the impressive numbers from a company who for **more than 25 years is protagonist in the production of cutting plotters and CAD design software, both in Italy and abroad.** A company from the Marche region, boasting **100% Made in Italy** throughout the entire production process. From 1984, technical experience has been continually fed by **investments in research and technological innovation, as well as original insights.** This has resulted in innovative products and technologies which in many cases represent **exclusive Elitron patents.** Solutions that exceed the limits of traditional production systems, completely **automating the working stages,** and generating new business opportunities. With an in-depth knowledge in the leather industry, Elitron today produces specific solutions for different sectors: **cardboard, visual communication, gaskets and composites, rubber and foam, footwear, leather goods, furniture, automotive.**

Elitron's expertise is clearly identifiable in its **vision systems, movement mechanisms,** as well as its **cutting edge electronic and processing technologies** such as: **oscillating knife (electrical and pneumatic), milling tools, creasing tools, laser (cutting, engraving and marking), water-jet.**

From design to full development of dedicated **software for 2D and 3D CAD design, project data management software (PDM) and CAM software,** the Elitron team follows every stage of production with a 360° approach.

Technical assistance, directly managed by Elitron in collaboration with local and international partners, provides a quality, timely service. With its personal **customer-orientated service,** Elitron remains directly at the customers side to cut through new targets for the future.

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