

The Graphics Workshop with a Roland Heart

MARNATE (VA), ITALY – The essence of graphics workshop Progetto Immagine can be summed up in a few words: “An ongoing project where curiosity leads to discovery, with the utmost care for quality.”

Since 2007, Progetto Immagine’s search for innovative materials and technologies has been fundamental in providing unique solutions designed with the customer’s needs in mind. Progetto Immagine has always strived to achieve quality through sophisticated technologies and by experimenting with new materials that allow them to deliver applications that make an impact.

“At Viscom 2008 I was literally astounded by the VersaUV LEC-300,” said Nicola Landoni, partner at Progetto Immagine. “We already had a Roland VersaCAMM SP-540V and a Metaza photo engraver and we felt very connected to Roland, having contributed our work to the Italian Creative Center and other Roland projects.”

With the LEC, Progetto Immagine has created many graphic projects on a variety of



Progetto Immagine and DME staff during an open house.

substrates, collecting accolades in industry publications. To date, their LEC has printed on more than 2,500 types of media, demonstrating that the VersaUV perfectly suits Progetto Immagine’s concept of graphic flexibility.

Progetto Immagine’s clients are provided with a wide variety of services to choose from, including high quality graphic customization on vinyl, fabrics, apparel and electronics, as well as on a vast selection of papers.

“Our evolution has been so swift that last June we doubled the size of our facility,” Mr. Landoni said. “We felt shackled by the definition of graphics agency, so we changed our name to graphics workshop, which is a more suitable way to describe the painstaking and customized process that we carry out for each of our customers.”

Currently Progetto Immagine is trying out a new print application with the LEC on Stafix™ (electrostatic material) for new “no-glue” applications with VersaUV effects.

“After four intense years entirely devoted to innovation, we can now offer services tailored to our customers. Our production environment is comprised of an SP-540V, an LEC-300, an EGX-600 and an MPX-80, in addition to a full complement of finishing machines,” said Nicola Landoni.

“Our suppliers continuously suggest new techniques and technologies for us to try, and these efforts, as well as our passion, have made our workshop an exclusive source for supplying customized graphic solutions.” The motto at Progetto Immagine? First try it, and then rely on it!

Printing on Leather: Roland Solutions at ViscomLab

MILAN, ITALY – At Viscom Italy 2010, Roland introduced three ways to print on leather using the company’s innovative line of inkjet printer/cutters. The purpose of the ViscomLab exhibit was to demonstrate new applications for customization, such as combining graphics and printing processes with sewing and assembly.

After printing, users completed all the finishing processes including cutting, applying protection, sewing and adding any accessories.

Printing on transfer material

Printing on transfer material is easily done using a VersaCAMM SPi with Eco-SOL MAX ink. Designs are printed on a transfer material of the appropriate thickness, and then transferred using a heat press onto leather.

Once the design is transferred, the leather’s natural texture is restored through tanning and subsequent protection processes.

Printing on leatherette

Printing on leatherette is done directly on the material itself. At the exhibition, Roland used a VersaCAMM VS to demonstrate the effects that can be created with metallic inks to enhance the finished product. To increase its durability, the finished prints were coated with a liquid laminate before being sewn and assembled into the final product.

Printing on leather

At ViscomLab, the VersaUV LEC-330 was used to demonstrate the ability to print directly on leather while using Clear Coat to create interesting finishes and attention-grabbing effects. For direct printing with the LEC, the leather was secured with a rigid support mechanism to ensure proper media feeding. After printing, the leather was ready for sewing and assembling operations.

At ViscomLab, Roland partnered with Studio Jash, a company specializing in bag design and production. Studio Jash handled the cutting, sewing and assembling throughout the production process.

Overall, the exhibit presented three suitable print solutions, introducing Roland users to exciting new specialized applications for their printers. With the tools featured at ViscomLab, Roland users can investigate new sales channels, propose new services to their customers and capture new revenue opportunities.



Bag printed on leatherette