

THE REMAINING 25%...

The progress made in the production inkjet printing during the last 30 years is tremendous. Developing an industrial inkjet printer in the 90' was a challenge for crazy or unconscious people, and also for a customer willing to invest in it...

The maturity and experience helped and make inkjet much more accessible...in appearance.

We have seen during the last 5 years, many newcomers or companies, convinced by the potential of the technology deciding to jump into the inkjet river.

With a couple of smart engineers, a good inkjet toolkit, and some money, you can reach very rapidly promising results.

What a satisfaction to have beautiful prints on paper, cardboard boxes, plastics tube, etc. in a few months; you have the impression to become the king of the inkjet world!

Sometimes it's true, most of the time disillusion is coming, sooner than later.

Achieving 75% of the goal can be done by any serious player. Closing the gap to make a true industrial solution is like climbing Everest.

This is what we call at Nixka "the remaining 25%" ...

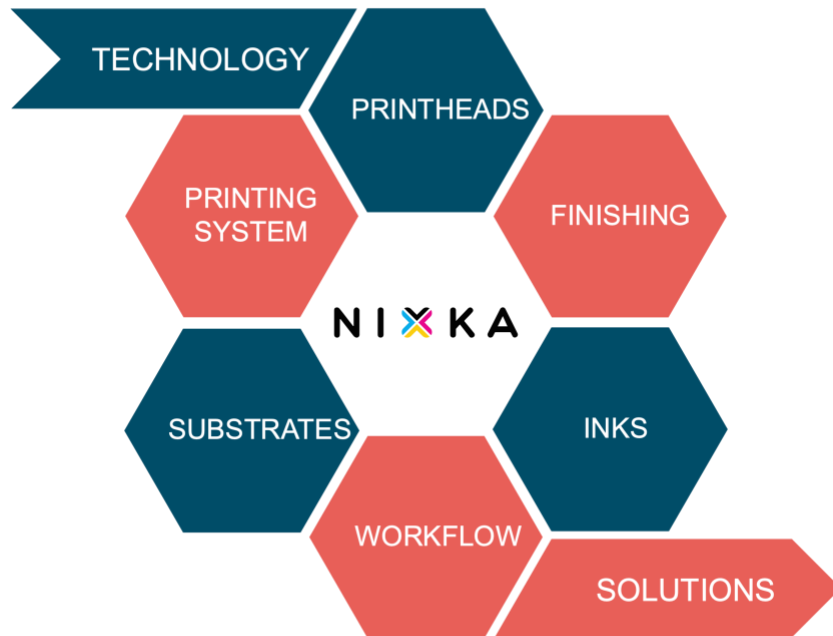
Why?

Because production inkjet integration is much more complex than many can expect.

Because moving from a prototype in a Lab to industrial equipment working 24/7 in production conditions is a huge challenge.

Because behind the simple "INKJET" word, you have so many different technologies, expertise, methods, know-how and perception, that you cannot learn on YouTube or books.

Our vision of production inkjet integration can be summarizing with the following "Inkjet Flower":



On the one hand, we enter the Production inkjet Technology which requires to always make the optimal compromise between 3 key elements: Printheads, Inks and Substrates. There is no ideal piezo printhead in the market; there are printheads that are much more performing than others, in combination with the more appropriate ink than others, for a given application on a certain range of substrate (paper, carton, plastics, metal, ceramics, textiles, etc). And what is clear today, could be questionable in 6 or 12 months. And our choices will be impacting our clients for the next 5 to 10 years...

On the other hand, customers are looking for end-to-end Solutions, matching their overall production value chain, and composed of consistent Printing System, Workflow Automation and Finishing. And here again, it will be a question of tradeoff: why designing a super highly productive inkjet press if the bottleneck is the finishing level? Are we certain our DFE architecture will support full variable data stream at 1200 dpi native / 3 bits gray scale resolution and 7 colors process, and matching the existing workflow and color management of the customer?

The modest role of Nixka is to make sure the six petals of the flower will develop together with the right harmony.

So what?

Then how to match these interesting concepts into innovative inkjet products for my customers?

At Nixka we have no magic wand!

We are trying to understand the expectations of our customers, we capitalize on our unique and long experience, including mistakes and issues we faced, and we stay humble.

What is sure for us, the most important success factor is creating the “inkjet culture” within a team. And this is a long process and complex alchemy.

Having a software developer clearly understanding the interaction of his mission with his colleague from chemistry, from mechanics, or field service technician, building long-term relationships with strategic partners based on trust and challenge, taking frequently the opposite direction of the mainstream are practical examples of our daily approach as industrial inkjet integrator.

We fight continuously against the illusion of knowledge...

Next time we will share with you how Nixka team intend to stay ahead of the Production Inkjet Hype Cycle...

Stay tuned