



FISCODE

Integrated card

A marketing solution created to suit you

About us

History

[Business Philosophy](#)

[Our team](#)

[Newsroom](#)

ABOUT US > History

History



The origin of a brand

Impaorsa was constituted more than 25 years ago and is well-established in the market as a leader in the field of graphics arts.

Our first steps date from 1980, when we set up business in a small industrial estate on the outskirts of Madrid with a team of five in a 150 m² warehouse.

Today, the company has grown considerably. It is strategically located in the north of Madrid. It boasts an area of 3,000 m² and a team consisting of more than 52 professionals, allowing it to offer a fast and exclusive service tailored to any need and, thus, to operate both nationally and internationally.

Its founder, **Mr Luis Soriano Menéndez**, established a set of core values such as communication, innovation, commitment, leadership, enthusiasm and teamwork as its foundation. It is precisely this know-how that has contributed to the current company's business success, a legacy that has been guiding our path from our earliest days until becoming a great company that can successfully respond to any challenge, change or project.



Mr. Luis Soriano Menéndez

"A lot has happened since that day we decided to start a project based on team work: Impaorsa"

The changes undergone by society in recent years and the needs of our potential clients, coupled with technological advances, are what obligated this little 80s-era company to become something big and to grow at a rate in consonance with our environment, transforming itself into a company tailored to today's needs, offering high-quality, innovative products and services, until it became what it currently is: Impaorsa, a pioneer and leader in the graphic arts industry offering – as our slogan says – **"advanced graphics solutions"** capable of turning an idea into reality. Of course, it must not be forgotten that none of this would have been possible without our rock solid team, whose unending professional development, work and dedication make Impaorsa's day-to-day operations and progress a reality.

It was our customers' strong demand for printing on paper web that led to Impaorsa focusing our investments on the world of narrow-web rotary presses with the first purchased in 1984.

Currently, we have five rotary presses printing up to nine colours to cover all the formats on the market. It can therefore be said that the company is at the technological forefront of the times with such novel products as the RFID system, the Integrated Wristband, the Integrated Card, our new support for laser PIN printing and vehicle badges, from among a wide variety of products and services.

A new concept, a new idea

Early 2010 saw an image makeover and the repositioning of the brand as the result of the needs and requirements of the situation of today's society. This led the company to consider transforming the old corporate image into one that expressed the achievements, progress and development of the company over these past 25 years, celebrating our silver anniversary with all of our customers who, from the very beginning, put their faith in the company's expertise. This change is clearly shown by our investment in R+D+I, the development of new products and services, and a new, more organised and structured, way of working.

The **new corporate visual** identity thus reflects the evolution and growth of the company and our social and environmental commitment while unquestionably conserving our roots, and the enthusiasm, principles and values with which it was created more than two decades ago.

This new corporate image is more modern, forward-looking, progress-orientated, simple, easy to remember and clear. The colour blue is intended to convey assurance and confidence, while the grey projects stability and the elegance of Impaorsa's expertise. And, of course, the company's claim: **"Advanced graphics solutions"**, not only communicates a well-established brand, but also represents the **progress and continuous improvement**, that have made Impaorsa a dynamic and innovative business whose goal is to be a company that offers solutions within the graphic industry.

Our vision of the future, our innovation and the deployment of new technologies in the design and production of our products and services have enabled Impaorsa to evolve into a competitive leader in the domestic market and, at the same time, gradually expand our international scope.

And as we bid goodbye, all that's left to say is that this new concept – this new idea – is just the beginning, the beginning of something that has no end...

Signed: Mr Luis Soriano Menéndez