



## RFID

Always evolving



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## Impaorsa part in the First Day PreDrupa



The April 18, 2012 took place the First Day PreDrupa at the Institute of Technology and Graphic Tajamar organized by the magazine "La Prensa" and "send", which involved our Commercial Director, Fernando Soriano, along with fellow sector companies as Canon, Bowe Systec, Ricoh, Doxee, Konica Minolta, Deyde Consultants and Associates.

Wednesday, May 22, 2012

It was expected that drupa was going full of news, therefore, it was thought this introductory day to prepare for industry professionals interested in the drupe, that rentabilizaran visiting the fair with the highest possible knowledge of what was he would try and what would be the fair, held the first half of May in Germany. The day was full of innovative ideas and interesting information. This was a dynamic and entertaining Jornada, where issues such as new digital printing machinery, management and data quality products with more added value and reference softwares were contemplated.

Undoubtedly, given the current situation, the printing world renews and reinvents itself to stay alive.

The presentation of our Marketing Director, Fernando Soriano, was focused on the price war and the added value they offer innovative products Impaorsa. For his part, stressed the Canon booth size also welcomed Océ Bôwe Systec Fusion X spoke of a new mailer that arrived at his stand at Drupa. Ricoh explained the progress of the company in marketing, packaging, publishing, transactional and reprographics, also mentioning the InfoPrint Solutions products. Doxee exposed the IC3 model and the four pillars of its business: knowledge, methodology, technology and resources. Konica Minolta showed a wide range of fields, highlighting the machine B2 format inkjet printing, a joint project Konica Minolta and Komori. Moreover, Deyde emphasized the quality of data within an enterprise, so that is reliable and suitable for the purpose it was created, and finally, Associate Consultants, supported by Tecnalia, showed the four pillars that maximize the benefit: integration, optimization, opening and analysis.

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