

Product customisation: potentiality of tampo-printing



In an age when globalisation is increasing, the real success comes from the ability to offer high levels of personalization into one's products in order to guarantee the maximum in terms of flexibility and easiness of use. In order to meet these new needs, which are not clearly evident yet, Elesa offers to their customers a very important service: tampo-printing. This technique can be used to personalise most of the Elesa catalogue products by printing logos or graphic elements or by adding texts, indications, warnings or signals, which help to optimise the functioning of machines and equipment.

The image (logos, symbols, texts) is first engraved on a plate, which will be inked during the printing process. A pad is then pressed on the surface of the plate for gathering the ink and transferring it to the product surface. Due to its special composition, the ink chemically binds to the polymer material of the product, thus ensuring excellent print resistance to scratches, impacts, rubbing, and wear as well as to most of the chemicals used in industrial processes, cleaning and/or sanitising material, oil and greases.



The softness of the pad material guarantees a perfect adhesion of the inked surface to the product surface avoiding the risk of creating air bubbles, which may compromise the perfect reproduction of the image. A simple efficient technique for high productivity. The equipment installed at Elesa's factory offer high performance in terms of quality and flexibility and has already personalised thousand of handles, handwheels, knobs and indicators, which soon gain a new life and personality. Up to four-colour images either provided by the customer or developed by our Technical Department can be reproduced.



Contact: Luigi Bordonì
Phone: +39 039 28.111
E-mail: luigi.bordonì@elesa.com

Elesa S.p.A.
Via Pompei, 29 – 20900 Monza
Italy
Tel. +39 039 28 111
fax +39 039 83 63 51

www.elesa-ganter.com
info@elesa-ganter.com