

Sustainability, ecology, savings

Choosing an ATPColor printer means marrying a production philosophy attentive to the environment and people throughout the supply chain.

"We had adopted a sustainability perspective long before it became fashionable. Because very often the best solution for the environment also coincides with the most significant savings for the customer".

Roberto Martellono,
Sales Manager of ATPColor


ATPCOLOR
CERTIFIED BY FOGRA





Sustainability: why choose an ATPColor printer

- **Since 2005**, by choosing an ATPColor printer, **you don't have to buy an external calender**: in addition to making one less investment, you also take up less space in the company.
- A 5-meter ATPColor printer with a built-in calender **consume less** than a 1.6 m eco-solvent: this is demonstrated by the **Fogra certification**, which ATPColor obtained in 2021.
- **All ATPColor printers** can be **refurbished**: in this way, their life is extended, and less waste is produced to be disposed of.
- **Polyester**, primarily if **recycled**, is one of the **most sustainable** plastics for its production method and disposal possibilities.
- **Water-based inks** have a more **eco-sustainable** formulation than other chemicals common on the market.



Fogra - Research Institute for Media Technologies is a German independent and non-profit institution. Support the print and media industry prestigious with research and certifications recognized internationally.

Very low electrical consumption certified by Fogra

The **energy consumption** of printing machines and finishing systems is **underestimated** by most printers around the world, even if the energy bill is one of the most critical items in the balance sheet of printing companies.

ATPColor OneTex 5200 is the only 5-meter textile printer in the world with **certified energy efficiency**. At the end of 2021, Fogra measured its consumption as an all-in-one unit (printer and sublimation calender) according to the ISO 20690: 2018 standard. What emerged was surprising: not only does it use less electricity than previously thought, it also consumes less than a 1.6 m eco-solvent. In fact, in "Production" mode, with printer and calender active, OneTex 5200 prints 10.6 m² of fabric per kWh of electricity consumed.



How much energy can you save?

The traditional 5 meters wide printer plus calender combination consumes about 110 kWh: 30 kWh for the printer and 80 kWh for the calender. The two machines running eight hours a day for 20 days a month consume approximately 17,600 kWh. At € 0.16 per kWh, it costs € 2,816 per month, over € 33,800 per year. OneTex 5200 consumes a maximum of 25 kWh, 4,000 kWh per month. About € 640 per month, € 7,680 per year. Therefore, you could save € 26,000 per year on your electricity bill, which for five years, the average amortization time of the printer is € 130,000.

Refurbished printers and therefore always new

There is a continuous race for novelty in the printing market: increasingly productive, fast, ecological machines. Sure, but who thinks about **the disposal** of those now considered obsolete? And are we sure that they are to be **thrown away completely**? ATPColor has always adopted a philosophy opposite to that of the market. All printers can be refurbished and upgraded with minimal investment compared to buying a new machine. In this way, the entire external structure does not have to be disposed of, but only the parts that are replaced, with an economic saving for the printer and an undoubted **benefit for the environment** (between disposal and transport).

Polyester to reuse, recycle, and easy to deliver

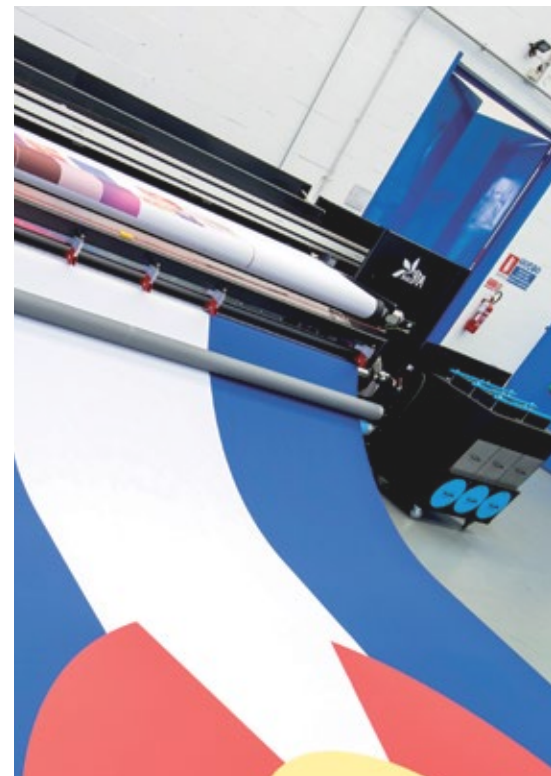
In the graphic arts sector, the discussion is intense regarding the plastic materials used as a printing base: often derived from petroleum, they significantly impact the environment. Polyester is **one of the most eco-sustainable plastic materials** for at least **three reasons**: once printed it can be reused over and over again; it is light, compact, and easily transportable; it is recyclable. In addition, recycled polyester, similar to the virgin in quality and performance, requires 59% less energy to be produced, with a production process that can save up to 20.7% carbon compared to non-recycled polyester.



Discover why polyester is really a eco-sustainable material

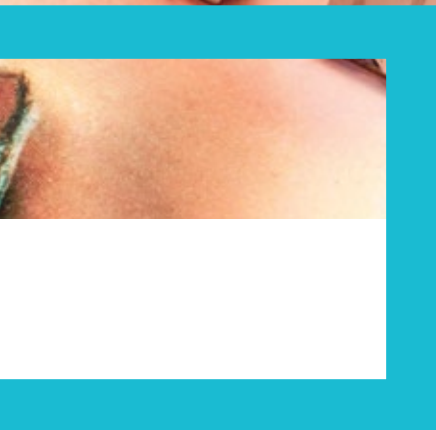


ROBERTO MARTELLONO,
SALES MANAGER
OF ATPCOLOR



How much can you save per year?

We have already talked about the consumption of the printer system plus the calender. But the costs associated with owning, maintaining and managing a grille are not limited to electricity consumption. There are several arguments to be made: first of all, the savings on the purchase of a calender than on the 5-meter format, which can range from a minimum of € 80,000 to a maximum of about € 150,000. Secondly, the savings related to maintenance, which we can estimate at a few thousand € per year, starting from the second year. Finally, an often overlooked but crucial aspect: in places where spaces are limited, having a calender implies dedicating a minimum of 50 m2 of the laboratory to this machine. How much does it cost you to reserve a 50sqm space to a calender?



Eco-sustainable and safe water-based inks

For **sublimation printing**, sublimation inks are used, which once heated to high temperatures (200 ° C), generally with a press or a calender, **sublimate**, or pass from the solid to the gaseous state without passing through the liquid state intermediate.

All ATPColor inks **are water-based, and Eco Passport certified**: both those used for direct printing on fabric and those used for indirect printing, with a passage then on transfer paper. The dyes are then dissolved in an aqueous solution, **safer for the environment and people** than the solvent, used in solvent, eco-solvent, and UV inks.

Integrated calender: more space for more in the company

When we think of sublimation printing, we usually think of indirect printing on transfer paper, which implies a passage in the calender to transfer the graphics

onto the fabric. But **direct sublimation printing** gives equal results as indirect printing in terms of **print quality** and **color brilliance**, as ATPColor has always stated, even when the market strongly opposed it. And instead, it has some strengths not to be overlooked.

Having a printer with an integrated calender does not just mean saving electricity. It means occupying the space of a single machine in the company. And this is not an aspect to be overlooked, especially if we are talking about machines with an important print light.



ATPColor is an Italian company that produces digital machines for sublimation printing on fabric since 2003. It's more than 500 customers worldwide know they can count on a patented printing solution designed to make their work simple, effective, and productive. They also have the guarantee of dealing with a company made up of competent, ethical, and passionate people who act every day to make the environment in which we live better.

ATPColor

Via Mascagni, 42
20030 Senago (MI)
tel. +39 02 9986 777
P. IVA 04034890964
info@atpcolor.it
www.atpcolor.it