

# 愛普生的高科技拯救了意大利科莫

## 【蒙娜麗莎】誕生與成功的故事

把科莫作為中心區，一直引領著意大利最大市場佔有率份額的數碼打印機是

【蒙娜麗莎】。03 年第一號機開發以來，有 200 台以上的驕傲成績，它的高品質打印技術打動了奢侈品品牌，以至高級用戶的支持。【蒙娜麗莎】誕生的背景是由一班帶著熱誠的業界人員去拯救科莫有危機的紡織業。



科莫是意大利伦巴第政区科莫省中的省会，位於米蘭北部四十五公里的地方。 .

### 產地崩壞的危機

在【蒙娜麗莎】開發前的 90 年代，意大利的紡織業受到由新興國以大量廉價生產的威脅，科莫也有大量的企業被推到破產的邊緣。當時，前米蘭工科學教授 Mr.Ronsoni（88 歲）他是一位研究者，曾經是諾貝爾化學獎 Giulio Natta（居里奧 纳塔）博士開發聚丙烯的助手。他在退休後在科莫作為紡織品組織的成員里有深厚的關係。他說，在 98 年我跟朋友 Mr. Roncoroni（ForTex 公司總經理）一起開始構思挑戰數碼打印的實用化，【蒙娜麗莎】項目就這樣開始了。回想當時，使用所謂數碼的嶄新生產 System，改變站在苦境產地。



Mr.Ronsoni(left) and Mr.Roncoroni of ForTex

## 愛普生的噴墨技術

打印機的心臟部份--噴墨打印頭與墨水的開發指定為擁有高度技術-微針點壓電方式及有大量實績經驗的愛普生，傳統絲網印刷機的 Robustelli 擔當機器整體的設計。在 01 年【蒙娜麗莎】項目開動起來。（完成品誕生之前保持秘密）的前提下，團隊員在專用的開發室中上了鎖，數名的有關人員進行開發。這樣下經過 2 年的開發期，03 年時發表了第一號的【蒙娜麗莎】。

## 產地復活的關鍵

滿載功能的【蒙娜麗莎】發表後，大多數的客戶都抱有懷疑的見解。03 年購入【蒙娜麗莎】的一家印花公司社長回想當時（我們要生存下去的話，【只能在意大利有，而新興國沒有的東西】作為新的商業模式）就是【Design 力】【品牌力】。為了實現理想，最適用的技術就是數碼打印。當時，那個公司主要生產加工是浸染。現在擁有 10 台【蒙娜麗莎】。在科莫進化成有名的打印工廠。

數碼打印是超越設計自由度的空間，表現精細，能使用無限的色彩。另外，設計者感性創作的最佳手段。支持產地復活的關鍵是【蒙娜麗莎】。

One of print mills in Como with more than 10 Monnalisa in operation



## 【蒙娜麗莎】三位一體的強項

擁有優越的打印機也好，前後處理不當也不能表現出夢想的設計-這就是數碼印花。就是這樣 ForTex 發揮了它的長處。（因為數碼印花的心臟部份--打印頭是精密機器，所以在墨水中不能有多餘的雜質，同時，布料抑壓了墨水的滲透，有必要做前處理去發色，但處理做得不好，就不會出現精緻的花樣，色澤，光澤感都會受損。另外，把墨水牢固穩定的後處理同樣重要。能這樣整體支援的前後處理是我們的強項）ForTex 的社長 Mr. Roncoroni 解說了他的角色。

Robustelli 與 ForTex，和日本的愛普生。精密技術，高性能的墨水，前後處理的心得連同售後服務，變為三位一體的支援就是【蒙娜麗莎】的強項。

在 2012 年，愛普生收購了 ForTex 的 50% 資本。使【蒙娜麗莎】項目成為更強固的團隊去迎接今後的發展。

## About ForTex

Located in the heart of the Italian textile industry, For.Tex specializes in sales of textile printing inks, manufacturing and sales of treatment agents used in textile printing

processes, and digital textile printing chemical consulting. The Italian company has worked closely with Epson since 2003, when Epson entered the market by jointly developing the Monna Lisa digital textile printer with Robustelli of Italy. In 2012, Epson took on a 50% share in For.Tex. For.Tex is a leader in textile printing, and the move strengthens Epson's efforts to establish itself in the digital textile printing market. The two companies plan to work closely together to help customers improve the quality of their products and the efficiency of their work processes. For.Tex will be responsible for marketing textile printing in Europe, selling dedicated Monna Lisa inks developed by Epson, and manufacturing and selling treatment agents that work in perfect combination with both the inks and textiles. In April 2014, ForTex will open Textile Solution Center which will introduce the most updated digital printing technology in Como and demonstrate total printing process on site.

#### ForTex and its Textile Solution Center



#### About Robustelli

Set up in Villa Guardia more than 50 years ago, F.LLI ROBUSTELLI s.r.l. is a textile machinery company that has always been projecting and producing machines and equipments for photoengraving and textile printing.

Having grown up in the area with the highest concentration of textile companies in the world and having had the opportunity to work in harness with the operators of this field, it always succeeded in understanding and satisfying the demands of the photoengraving and printing applications.

The constant technical comparison with the customers and the engagement of the company in keeping continuously up-graded, by living as protagonists the technological evolution, have brought to the realization of "MONNA LISA®", brand today known worldwide in the textile sector as the best digital printer for the production of printing on cloth.

#### Monnalisa (T16)



#### Monnalisa (EVO)



The strict and active collaboration with SEIKO EPSON CORPORATION, international leader in the digital printing technology, allowed F.LLI ROBUSTELLI s.r.l. to match at best the Italian textile experience with the best Japanese ink jet technology. "MONNA LISA" is today the most prestigious product of F.LLI ROBUSTELLI s.r.l.