

Dynamism made in Europe

Wilhelmine Despagnet,
Communication Manager
for the French company Impika,
described for us the structure
of this independent European inkjet
technology company



The optimism of **Wilhelmine Despagnet**, as representative of the French digital technology producer, shines through in exemplary manner during our interview. Not once throughout the interview does **Impika's** Communication Manager mention the economic crisis, and since her company is the last independent European producer of high volume spool-fed inkjet systems in the market, this is doubly pleasing, for obvious reasons.

Mission and vision

"Ours is a small structure compared to the multinationals in this sector: we have a total headcount of 50 people who, by necessity, have to be absolutely reactive and flexible. Impika does everything in-house, from marketing to research and development, from planning to concept studies, from production to commercialisation of our products – explains Wilhelmine Despagnet – The market today is subject to a speed of evolution that requires similar rapidity in the reorganisation of the competencies, the mentality and the approach to this industry:



The Impika iPrint 250 and the Impika print engine iEngine 1000, fitted to a Kern finishing solution

Impika's advantage is that it is streamlined and dynamic, but at the same time sensitive to global changes and close to the customer"

This "glocal" philosophy at Impika is visibly animated by a Latin, almost humanistic, approach to the business.

"Another thing we are very proud of, although it might seem like French narcissism, is the design of our machines – she indicates the iPrint 250, which under its elegant chassis can process paper at a speed of 3,416 impressions per minute – As well as being competitive from a performance point of view, we wanted our print solutions to be differentiated from our competitors in terms of their appeal too. That is why we entrusted a young designer with our whole product range" – adds Despagnet.

The result is an attractive look characterised by shiny black surfaces borrowed from interior design, accompanied by a strong green colour that clearly identifies the Impika brand.

The products

The external appearance does not detract from important technological features as well. Although we can

only recall a clear presence by this company at international events since Ipex 2010, specific research on inkjet by the French company's specialised team goes right back to 2003, and has been conducted by people with decades of experience in the sector. This expertise, along with the use of Panasonic print heads, has resulted in a range of four high productivity spool-fed inkjet models, of which the iPrint250 is the best performing.

Another thing that struck us was the new concept print engine, the **iEngine 1000**, a very versatile inkjet module that we also saw, fitted to a **Kern** finishing solution.

With **Kyocera** print heads, it is available in a B/W version as well as 4-colour; with a 108mm print width it is designed for mailing and personalisation applications. With the system actually running we met **Andy** and **Julie Plata**, who did a live examination of the Impika solutions for the first time. Astonished by the quality of the iEngine's output, they asked who the producer was, expecting the answer to be one of the big names of the inkjet world, but it wasn't!