



Cartesio Fullcard

Packaging and display company invests in Ricoh Pro™ T7210

UV flatbed system prints CMYK+W graphics onto mixed media

Packaging and display

Cartesio Fullcard was established in 1987 as an artisanal shop specialising in cardboard packaging. Today the company works with a variety of materials, including PVC, polypropylene and wood, and its products include retail packaging, point-of-purchase (PoP) displays and general print communication.

Clients in the ceramics, furniture and fashion industries look to Cartesio Fullcard for expertly realised three-dimensional packaging and PoP display materials. Although many of its products are still hand finished, Cartesio Fullcard's manufacturing process is reliant upon high-tech print and assembly systems.

White ink channel

Innovation is a key driver. Cartesio Fullcard invests in technologies that allow it to push design boundaries and offer new applications to clients. White channel printing is an example, with Cartesio Fullcard recently introducing solutions from Ricoh that enable it to print onto coloured and transparent media.

A Ricoh Pro T7210 UV flatbed printer is used by Cartesio Fullcard to print colour graphics onto rigid and semi-rigid sheets of coloured and transparent media. The Pro T7210's white ink channel enables Cartesio Fullcard to print an opaque layer against which colour graphics really stand out.



2x

increase in productivity
using Pro T7210

"Perfect for packaging and display, the Pro T7210 prints quickly onto large sheets of rigid and semi-rigid material. The white ink channel makes graphics stand out on coloured and transparent media."

Enzo Ricci
Production Manager

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"The system is incredibly flexible. It supports a wide range of media, including PET. During the Covid-19 pandemic, it enabled us to switch manufacturing from packaging and PoP to personal protective equipment."

Enzo Ricci
Production Manager

Highly productive technology

The Pro T7210 is proving an astute investment. It has transformed Cartesio Fullcard's production process, saving time and money, and it has allowed the company to expand its product range. Using the Pro T7210, Cartesio Fullcard is able to print vibrant graphics directly onto a wide variety of coloured and transparent mediums.

The company had used a hybrid process to print onto rigid media. Purchased to streamline production, the Ricoh Pro T7210 can print directly onto rigid sheets of card, wood, plastic and metal at speeds of up to 100 m²/h. A multizone vacuum eliminates the need for masking and enables Cartesio Fullcard to quickly change media.

Amazing application flexibility

Ricoh's eco-friendly UV inks cure instantly. No venting or gassing off is required, and because the inks do not emit noxious odours, printed media can be used safely indoors. What is more, because the inks remain malleable, Cartesio Fullcard has been able to explore new applications with flexible materials, such as PET and PVC.

Indeed, the Ricoh Pro T7210 has proved so adaptable that during the Covid-19 pandemic, Cartesio Fullcard was able to switch manufacturing from packaging and point-of-purchase display materials to the production of urgently needed protective equipment, including medical facemasks, protective screens and signage.



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