



CERAMIC DESIGN, TECHNOLOGY & MARKETING: THE EVOLUTION OF STYLGRAPH

Faced with increasingly challenging market conditions, and the need to guarantee successful solutions to a demanding client base, Stylgraph further grows and enhances its range of design, technology and marketing support services to the ceramic tile industry.

With continuing presence at the most important ceramic tile industry events (Cevisama 2009 and Cersaie & Tecnargilla 2008), and key independent corporate initiatives such as the recent private event, Pulse 2008, Stylgraph further consolidates its dynamic and pro-active approach whilst clearly evidencing the company's on-going investments in innovation, research, quality and commitment to satisfying customer demand.

After having clearly demonstrated the value and key commercial benefits of the company's unique formula of accurately anticipating ceramic design trends, combined with established expertise in the field of marketing, Stylgraph once again supports its client base in an increasingly complex and competitive market with the focused philosophy of differentiation through market and end-user intelligence, technical innovation, and high calibre exclusive design.

Characterising the constant evolution of the company's offer are two new initiatives to be highlighted at the forthcoming Cevisama exhibition: digital decoration and an innovative system for guaranteeing colour accuracy in the tile R&D process.

~ Inkjet technology allows exploration into new areas of design and provides a new approach to ceramic tile design, allowing decoration of the most dimensional structured surfaces. Additionally, the combination of the traditional rotocolor process with inkjet technology, evidences precise and complex effects, the result ~ a new generation of tile with new added value characteristics.

~ Furthermore, a major collaboration with Euromeccanica, a specialist company in the field of realisation and supply of technology for ceramic colour management, has resulted in the promotion of a new service that accurately identifies and defines colour references in order to provide precise glaze colour recipes and screen formulae prior to embarking on the traditional laboratory process. This new innovative system assures accuracy in colour reproduction, in addition to significant tile and cost reduction.

These new innovative initiatives integrate perfectly into the already wide-ranging portfolio of services, which encompasses the provision of market and consumer behavioural research and accurate interpretation into unique, personalised design concepts, in addition to prototypes, resins, metal dies, cylinder engraving and third fire decor supply, culminating in the specialist provision of marketing consultancy and communications services in the form of INTEGRA.

Evidently, Stylgraph continues to evolve along a clear strategic path, totally focused on specialising in ceramic design, technology and marketing.