



NEW ENTERPRISE FOR STYLGRAPH IN CHINA

Stylgraph's latest overseas enterprise focuses on China, with the leading ceramic print sector company participating in the China International Ceramics Industry Exhibition, held from the 1st to the 4th June 2009 at the International Convention and Exhibition Centre, Guangzhou.

As a consequence of a new venture with Delta Trade Foshan, an established Italian company with a high level of experience and expertise in the Chinese market, a synergy between Stylgraph, Euromeccanica and Smaltochimica has been launched in the form of the **"Italian Technology Centre"**.

This team of companies has given life to an exciting new initiative that unifies the commercial strengths and benefits of each of the individual businesses, providing a total service solution in order to satisfy the demanding Chinese ceramic tile market's requirements. This total solution features support services for every single aspect of product development: end-consumer research, trend analysis, background and decor design proposals, chemicals, printing solutions, colour management and marketing communications.

The "Italian Technology Centre" received numerous visitors during the four days of the exhibition, the majority being Chinese but with considerable presence and interest registered in design, colour management and marketing services also from Asian countries.

The stand itself showcased the new colour management solution developed by Euromeccanica and Stylgraph. This **"Iride in Design"** system both optimises product development time and reduces associated costs, providing an extremely valuable tool for the design and prototyping phase that effectively simulates ceramic tile colours, allowing the client to devise reliable and reproducible formulations and recipes, without the need for costly, laborious, repetitive and time consuming laboratory trials. Evidently, this has aroused much interest between visitors and clients that have appreciated the remarkable commercial advantages associated with the system.

Great interest was also shown towards Stylgraph's more traditional services, namely the supply of tile design concepts, third fire decors, flat and rotary screen solutions and engraving, the success of which is owing to Stylgraph's key skill in analysing and interpreting market specific end-users' requirements into highly commercial and differentiated ceramic tile design and marketing solutions.

After this successful experience, Stylgraph continues to look to the East with greater conviction, confident of receiving positive reactions from a wealth of companies that appreciate the nature and the uncompromising quality of its products and services.

07 07 09