

Imatech purchases first digital production press in Mauritius

Harel Mallac Bureautique, Bytes Document Solutions' representative and the Xerox distributor in Mauritius, have announced the sale of a Xerox digital production press to Imatech Limited. Imatech Limited claims to own the first digital printer, the Xerox DocuColor 5000AP, in the country.



Keith Knott, divisional manager,
Production Systems Group, Bytes
Document Solutions

“Imatech Limited plans to gain a foothold in the market in Mauritius using the DocuColor 5000AP,” says Simon Lagesse, sales and marketing manager at Harel Mallac Bureautique. “There are many offset presses in Mauritius, which are older technology and not flexible. For example, operators have to print large quantities in single runs to ensure cost-effectiveness, but with digital presses such as the one Imatech Limited has just bought, print runs can range from one to as many as clients desire without any change in the per-document cost.”

Keith Knott, divisional manager, production systems group at Bytes Document Solutions, authorised distributor of Xerox products and solutions to 24 African countries, says: “It is a huge competitive advantage to be the only business capable of offering the flexibility and speed of digital production printing in a market like Mauritius that caters for extensive printing needs in several industries.”

The DocuColor 5000AP can print on a range of substrates and automatically duplex on anything up to 300gsm at 50 pages per minute regardless of paper weight. It is also designed to be able to print a range of complex applications from brochures to books, magazines, photo specialty products, promotional fliers and even personalised direct mail.

Imatech Limited aims to supply customers in the greater Indian Ocean region, including Reunion Island and Madagascar, targeting advertising agencies, other print shops, and tourism-related businesses.

“Imatech Limited will be able to supply competitors with services they could not supply themselves, such as rapid, low-volume and high-quality printing as well as personalised printing, for example,” says Lagesse.

Should the initial development plan work as expected, Imatech plans to complement the DocuColor 5000AP with an iGen 4 next year.

Etienne Sangle-Ferriere, MD of Imatech Limited, visited Bytes Document Solutions last year to assess the quality produced by the DocuColor 5000AP and iGen printers before placing his order and taking ownership this year. He has extensive experience in the professional imaging, design and graphics arts business in Europe and has worked with some of the world's largest and best known brands, such as L'Oréal.

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